

LIFE



JULY 2, 1945 **10** CENTS
BY SUBSCRIPTION: TWO YEARS \$8.50



WHEN YOU MEET AGAIN...

It will be you again,
just you, together
again...

The road's a ribbon of white in the
pale moonlight, and the trees whis-
per "Everything's going to be all
right" and the sound of the wind
rushing past is a voice crooning
"home, home again, home at last..."

Home, at last with the wind and
the stars and the girl and the car
you've been longing for.

The panel's glow and the wheel in
your hands and the feel of her
shoulder warm against yours...

and the lift and power of singing
speed and the long, bright beams
exploring the night... and the
deep, sleepy hush of the motor's
murmur...

All tell you again what you've
needed, wanted, waited for...
you have.

And your heart beats fast for now
you know there's *nothing* ahead
but the open road and the far-off
places where a blue sky rolls to the
horizon's edges.

Though here at Nash our entire
effort has been devoted to produc-

tion for war... we believe we can
look ahead now, think ahead now,
to the time when we'll be building
cars again, to the time when we'll
be making two great new Nash cars
... the Nash Ambassador and the
Nash "600". And Nash will build
these new, advanced cars in num-
bers three times greater than our
1941 peak. In this way Nash will
contribute the jobs, the opportu-
nities, the futures that will help
insure the strong, the growing, the
prosperous America we owe to
those who now work and fight to
preserve it.

Nash
MOTORS



Division of Nash-Kelvinator Corporation



A New Radio Hit Show! Tune in
"The Andrews Sisters" and Guest
Stars, Sundays 4:30 P. M., E.W.T.
3:30 P.M., C.W.T. • 2:30 P.M., M.W.T.
1:30 P.M., P.W.T. • Blue Network



Tire explodes at 635...

Another example of "Building for today, testing for tomorrow"

OUR PHOTOGRAPHER waited hours to take this picture of a tire exploding. As a needle-like stream of water was forced into it, the internal pressure went up . . . to twice as much as the tire would normally need to take . . . three times . . . five times . . . six times . . .

Suddenly, at a pressure of 635 pounds, it exploded! The picture our photographer had awaited so patiently turned out to be mostly a geyser of water. But the smaller picture shows what hap-

pened. The bead and sidewalls, the parts most likely to fail, held until the tremendous pressure tore through the crown of the tire.

Such things shouldn't be done to tires except in test. This tire needed an extra safety factor for a special purpose. But pushing tires beyond endurance, and doing it scientifically, is one method of B. F. Goodrich development. We call it testing for tomorrow. Ordinary passenger car tires are driven at 100 miles

an hour, because they may someday have to operate safely at such speeds.

Airplane tires are tested at greatly multiplied pressures, because tomorrow's planes may require it. Nobody knows how driving and flying conditions may change in the years ahead. But B. F. Goodrich expects to have tires that meet the conditions—no matter what they are!

Looking ahead—testing for tomorrow—enabled B. F. Goodrich to get three years' extra experience with synthetic rubber in tires. By the time other

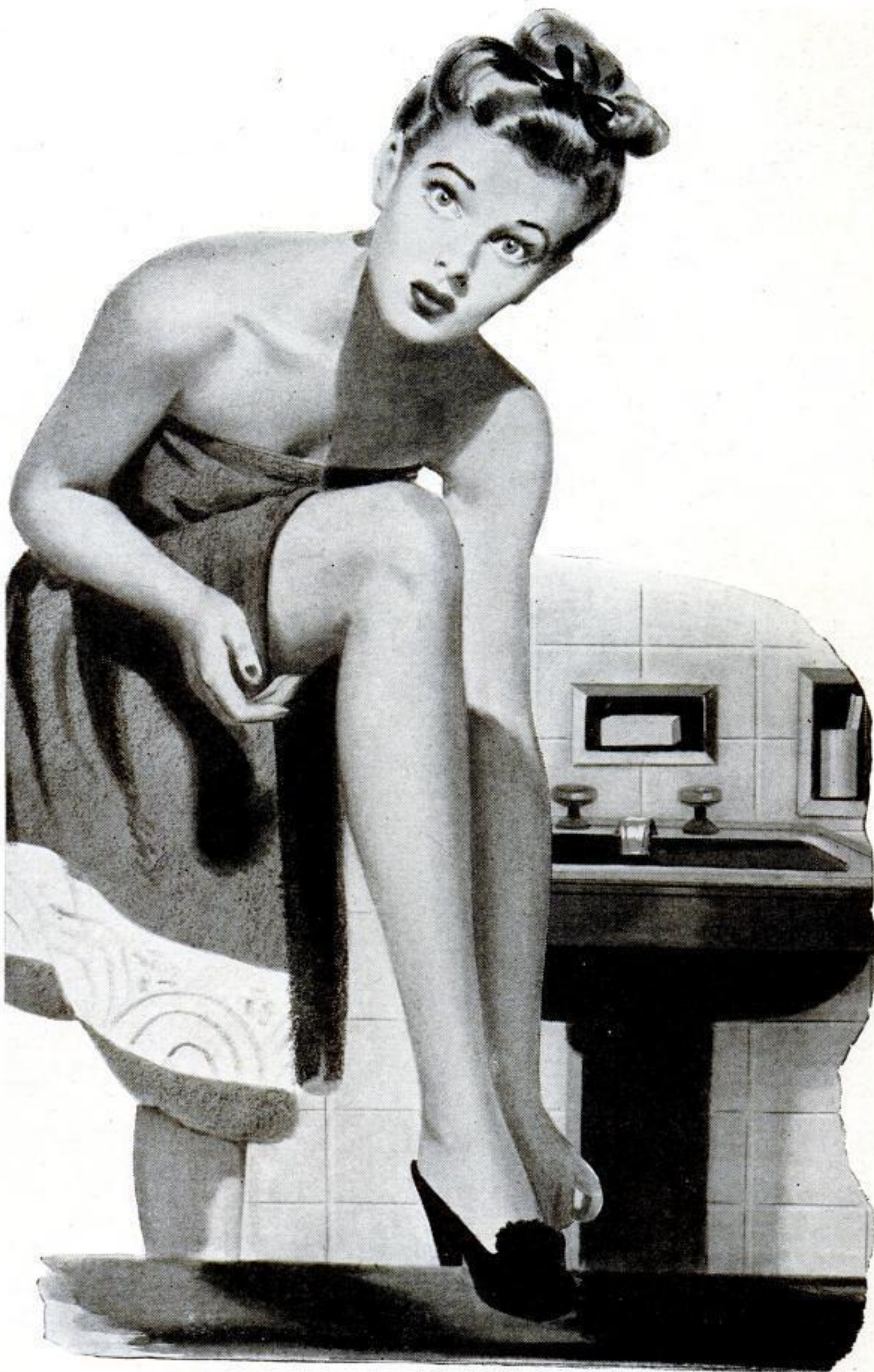
companies started selling them, B. F. Goodrich tires containing synthetic rubber had already totaled more than 80,000,000 miles of actual road wear. *The B. F. Goodrich Company, Akron, Ohio.*



This One



X51P-H93-F5BD



But will you stay as sweet as you are?

YOU STEP from your bath all fragrant and fresh. But how long will that freshness last? Will it begin to fade almost before you're dressed?

Not if you know the simple One-Two of day-long daintiness! *One* for your bath—to wash away *past* perspiration. And *Two* for Mum—to guard against risk of *future* underarm odor.

That's the answer so many smart girls give to this problem of underarm care. A

bath *plus* Mum is their sure protection against a fault so hard to forgive.

So take 30 seconds to smooth Mum on each underarm and stay nice to be near. You can depend on Mum's protection to last all day or evening. Remember, too, that gentle Mum won't irritate your skin, won't harm fine fabrics. Use

Mum, *to be sure*. Get some today.

For Sanitary Napkins—Mum is gentle, safe, dependable...ideal for this use, too.



Product of Bristol-Myers

MUM
TAKES THE ODOR
OUT OF PERSPIRATION

LETTERS TO THE EDITORS

TEEN-AGE BOYS

Sirs:

Your article on teen-age boys (LIFE, June 11) was the best we've come across as yet about teen-agers. We can place our brothers in it or any of the fellows we've been going to school with for the last four years and they fit perfectly.

DORIS REHDER
HELEN CORNELIUS

Park Ridge, Ill.

Sirs:

... We feel that this article is an insult to the youth of America.

H. F. HENRIQUES JR.
S. H. GILBERT JR.
C. M. JONES JR.

Saint Paul's School
Concord, N. H.

Sirs:

... We are not all concerned with dressing sloppily according to the latest fashions, stealing signs to hang in our rooms or combing our hair in a wavy pompadour....

PHILIP STOCKTON
Lawrence, Kan.

Sirs:

Why did you go to the Middle West for your teen-age article?

Here in the East we have just as fine organizations as the Molesters club. For instance, here in South Dayton, N. Y. we have the H. R. C., standing for Hell Raising Club, which boasts many fascinating rites, one Model T, one Model B and one 1932 Essex. Everyone's den is even fuller of filched signs, pin-ups and models of various kinds than the one shown in LIFE.

BOB NEY

South Dayton, N. Y.

Sirs:

... Surely am glad we have cuter-looking boys in Lynchburg than they have in Des Moines....

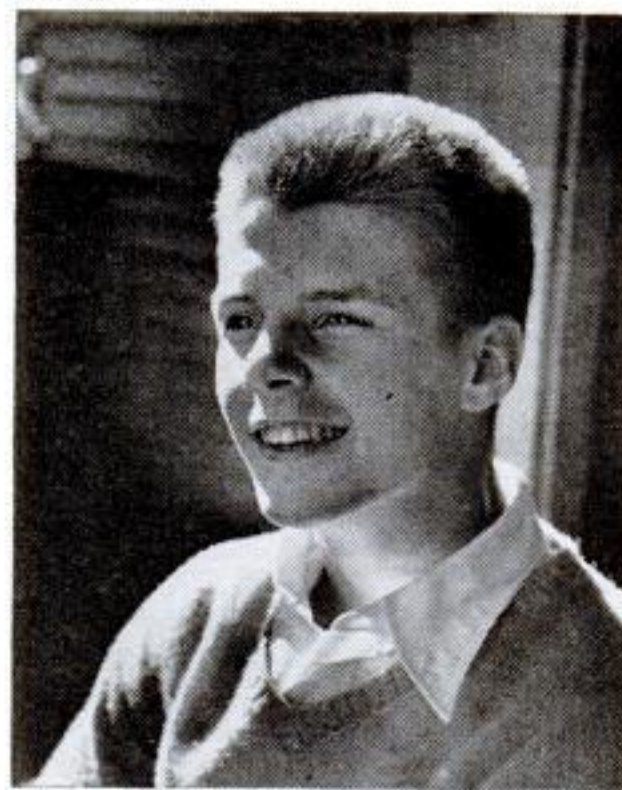
JEAN PARKINGTON
Lynchburg, Va.

Sirs:

Oh, brother! If Richie Burns is a good example of the boys in Des Moines, Iowa, here I come!!

BETTY ABEL

Waco, Texas



IOWA BOY

Sirs:

... You must realize that there are boys who do not wear sloppy flannel shirts to classes....

Our average costume at Brooks is made up of gray flannel pants, white shoes, pink shirt and a black knitted tie....

HUGH SHEPLEY
Brooks School
North Andover, Mass.

Sirs:

... Yes, they are sloppy in their dress and consume lots of food—but that's what we teen-age girls love about them....

ANNE LORANCE

Monroe, La.

Sirs:

Horrors! Your pictures of the amount of food consumed by teen-age boys scares me silly. As the mother of two small boys I can very well see what I'm in for a few years from now!

MRS. J. ALBIN STROM
Bisbee, Ariz.

Sirs:

... My opinion of this article is that it is one of the best in LIFE of the season, at least much better than that one on teen-age girls in LIFE, Dec. 11, 1944.

ALLAN SANFORD
Swain, N. Y.

Sirs:

I always thought my little brother was abnormal until I saw your article on teen-age boys. I'm so relieved....

DODIE NICHOLS
Atlanta, Ga.

GI TOGS

Sirs:

If assorted college girls all over the U. S. joined the WAC, they wouldn't have to beg for field boots, overalls, GI shirts, fatigue hats, etc. (LIFE, June 11). They'd get them issued.

No doubt the girls would find the novelty wearing off then, but at least they would have earned the right to wear GI togs.

WAC CORPORAL'S NAME WITHHELD

Tucson, Ariz.

ADAM THE HAMSTER

Sirs:

I note that in your article about hamsters (LIFE, June 11) you state that "two years is considered a ripe old age for hamsters." A friend of mine owns a male hamster named Adam who is going on 3, a very ripe old age. Adam is the father of an uncountable number of hamsters. He was also the proud father of a litter of 20 hamsters. Adam has outlived at least two of his children who died in my possession at the age of about one year....

BRUCE G. WIMER
Kansas City, Mo.

(continued on p. 4)

LIFE is published weekly by TIME INC. at 330 East 22nd Street, Chicago 16, Illinois. Printed in U. S. A. Entered as second-class matter November 16, 1936 at the Post Office at Chicago, Illinois, under the act of March 3, 1879. Entered as second-class matter at the Post Office Department, Ottawa, Canada.

Subscription rates: U. S. and Possessions, 2 yrs., \$8.50; 3 yrs., \$12.50; Canada, 2 yrs., \$10.50; 3 yrs., \$15.50 (Canadian dollars, including duty and exchange); countries in Pan American Union, 1 yr., \$6.00; elsewhere, 1 yr., \$10.00. Special rates for members of the Armed Forces: 1 yr., \$3.50; 2 yrs., \$6.00; 3 yrs., \$9.00. There will be a 3-month delay in the entry of new non-military subscriptions.

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LIFE
July 2, 1945

Volume 19
Number 1



"Who's c-c-crying?"

"Okay—I am!

"Because the wedding was so sweet. And my sister looked so beautiful. And I'm so *happy* for her!"

"Oh, to be a bride again, instead of matron-of-honor! So much more *romantic*... and besides, I'd like to be getting those War Bonds the relatives crashed through with. Not to mention the dreamy Cannon Percale Sheets that were *my* contribution!"

"Buying those Cannon Percale beauties for sis certainly tempted *me* to get more for *myself*! But no. The ones I do own, bless their long-lived hearts, will get me by. So for now I'll merely pass on *my* true experiences to gals who really *need* sheets!"

Girl Meets Boy. Uh-huh, love at first sight. I can tell, because suddenly I start thinking about family silver... china... and a whole closetful of soft, smooth Cannon Percale Sheets—sweetest-sleeping things a gal can start housekeeping with!



I Whisper "Yes." Time to get practical. So I price Cannon Percals—find they give you up-in-the-clouds luxury at down-to-earth prices! (P.S.—they do to this very day!)

Over the Threshold I Go. Hmm. Blushing Bride Becomes Homemaker. I discover Cannon Percals save about \$3.25 per bed per year at average pound laundry rates—because percale's lighter. Finer, too—Cannon Percals are woven with 25% more threads than best-grade muslins!



Comes the Patter of Little Feet. Young sprouts are extra-hard on sheets. I get to appreciate what wonders Cannon Percals are for *wear*!

I Put on Long Gray Whiskers and tell all the gals getting married today to look for that Cannon label! If you can't find just the size you want in Cannon Percals, ask to see Cannon Muslin Sheets—well-made-long-wearing, a real *value*!



I Bow Out with this reminder: Cannon also makes scrumptious Towels! (And here's *another* reminder: the U. S. Government makes wonderful War Bonds and Stamps!)

Cannon Percale Sheets

Made by the Makers of Cannon Towels and Hosiery

CANNON MILLS, INC., NEW YORK 13, N. Y.

★ For Victory, Buy U. S. War Bonds and Stamps



*In the old days
it was a tough job!*

Now car polishing
is **QUICK** and **EASY**

DU PONT No. 7 POLISH



**Makes your old car
look like new**

Don't put off the job any longer. It is easy to make that old dull finish sparkle like new—and it takes very little time. Try No. 7 Polish—there's nothing quicker or easier to use. A good polishing now will give swell results and make the finish last longer.

Clean rust and scale out of your radiator

The older the car, the more important it is to clean out the cooling system regularly. Avoid radiator troubles and expensive repairs by using Du Pont's Cleanser now. It removes rust, scale and grease thoroughly and quickly without harming the hose, packing or metal parts.

DU PONT
Cooling System Cleanser



BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY



REG. U. S. PAT. OFF.

LETTERS TO THE EDITORS

CONTINUED



ON A BARE HILL IN WYOMING, A HORSE THIEF IS TIED TO A CHAIR



WITH BLINDING FLASH EXECUTIONERS FIRE AND THIEF CRUMPLES

EXECUTION

Sirs:

LIFE's pictures of the German spies being executed (LIFE, June 11) are nothing new to the hardy vigilantes of the old West. As proof I submit these pictures of the execution of a "hoss thief." The execution was performed at a wild, desolate spot in the snow-covered Wyoming hills on the morning of Dec. 15, 1896. As the pictures indicate, justice was quite as swift in Wyoming then as it was in Germany a few weeks ago.

EDWIN BAIRD

Chicago, Ill.

REALISM

Sirs:

There are so many gruesome pictures of death in horrible forms in the recent issues of LIFE that it really seems to stink.

One would think that it was issued for a reading public of undertakers.

It's enough to know that these awful things are taking place, but why must they be thrust before the eyes of the public in all of the bloodiest details? . . .

E. THORNTON MARTIN

Old Greenwich, Conn.

Sirs:

Congratulations on Tom Lea's paintings of wounded marines, etc. on Peleliu (LIFE, June 11). You will have some complaints from some sissies, no doubt. . . .

I wonder if the morons who still patronize race tracks, nightclubs and own and patronize black markets, ever look at your magazine.

We can't have too much of stark reality. Keep it up.

W. R. KIMBALL

Ogden, Utah

Sirs:

God!! How could you! . . . Have you no mercy? Not even the Germans in all their atrocious brutality could possibly

have been more ruthlessly cruel. . . .

Why such a picture? . . . Need we be reminded that our shipmates are giving their lives in this, the greatest struggle for survival that the world has ever known? The picture of the gallant marine who took his "Last Step" on Peleliu is the most depressing I have ever seen. Need they, the millions who have loved ones giving their blood in this the most cruel of wars, be reminded of how another's most beloved has given his?

Yes, gentlemen. We have had a taste of how our countrymen have lived. We have had 18 months overseas and feel that we are in a position to write thusly.

CY H. GARLAND ADAMS,

USNR

Y2/c C. ROGER EVANS,

USNR

Y2/c WALTER L. GOOD,

USNR

Advanced Base Supply
Training Unit (NorDet)
Norfolk, Va.

IMPORTANT NOTICE

**to LIFE subscribers
in the Armed Forces**

When you return to civilian life you are still entitled to the full unexpired term of your LIFE subscription at the special military rate.

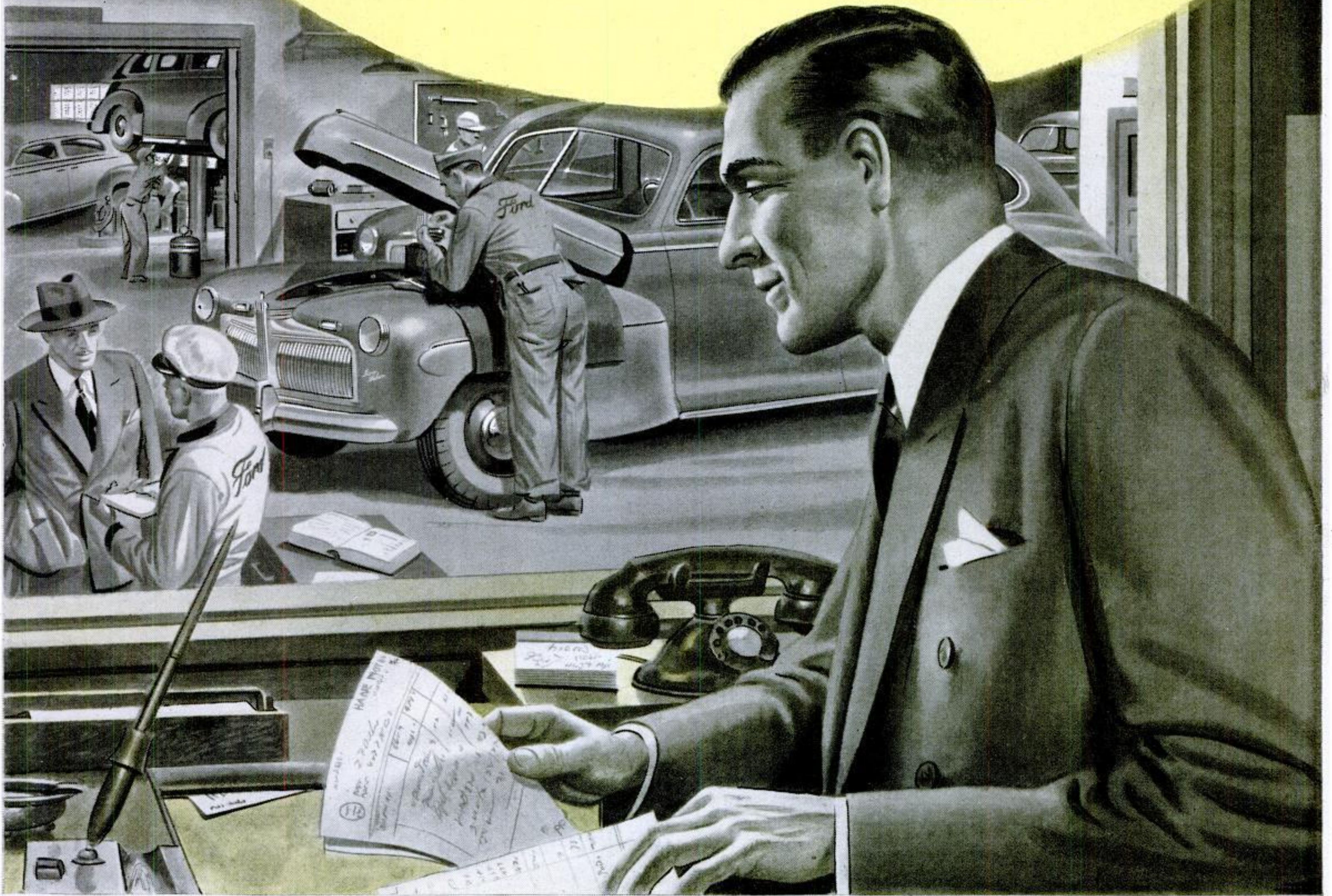
Whether you subscribed for one year at \$3.50, two years at \$6 or three years at \$9, you will receive the full number of copies you ordered and paid for at these special rates—at no increase in price.

To be sure of receiving all your copies of LIFE please keep us informed of your latest address—military or civilian.

YOUR FORD DEALER KNOWS YOUR FORD BEST...

See him for

BETTER SERVICE for your car
MORE SERVICE from it!



● Ford dealers operate on the principle that a good car deserves good care. Authorized Ford service is *extra good* because *your Ford dealer knows your Ford best*. He takes pride in keeping your car in good running condition.

In 42 years, Ford has built more than 30,000,000 cars and trucks. Today, all

Ford owners profit from constant advances in Ford service. Besides developing labor-and-time-saving machines and equipment, Ford was the first to introduce factory training of men for specialized service work. Ford dealers' service men work with Genuine Ford Parts and use special factory-designed tools to do

the job right. As a result, you get expert service in the shortest possible time.

You save time and money when you bring your Ford "back home" to your friendly Ford dealer. Remember—he's the one who knows your car best. He gives *better* service . . . so that your car will continue to give *more* service!

FORD DEALERS OF AMERICA

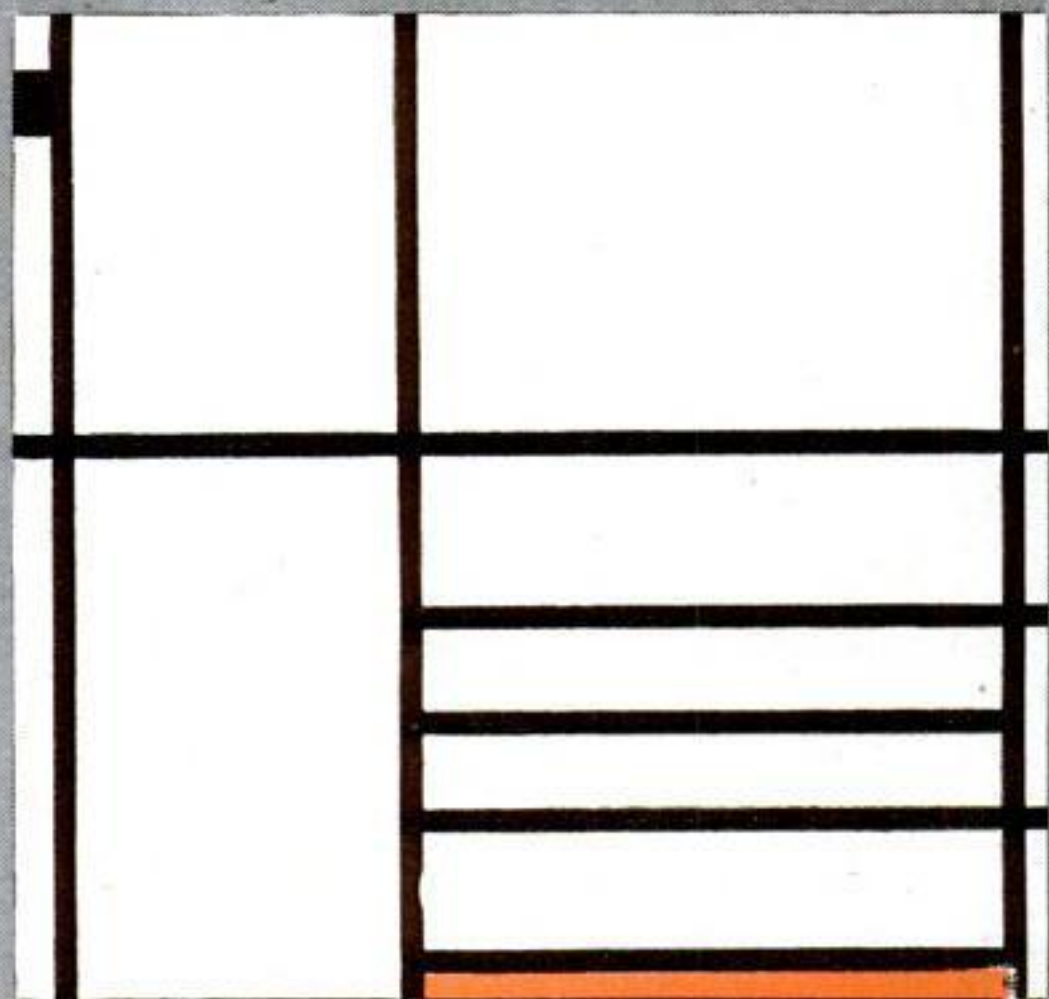


More than 30,000,000 Ford, Mercury and Lincoln cars—and Ford trucks—have been built.

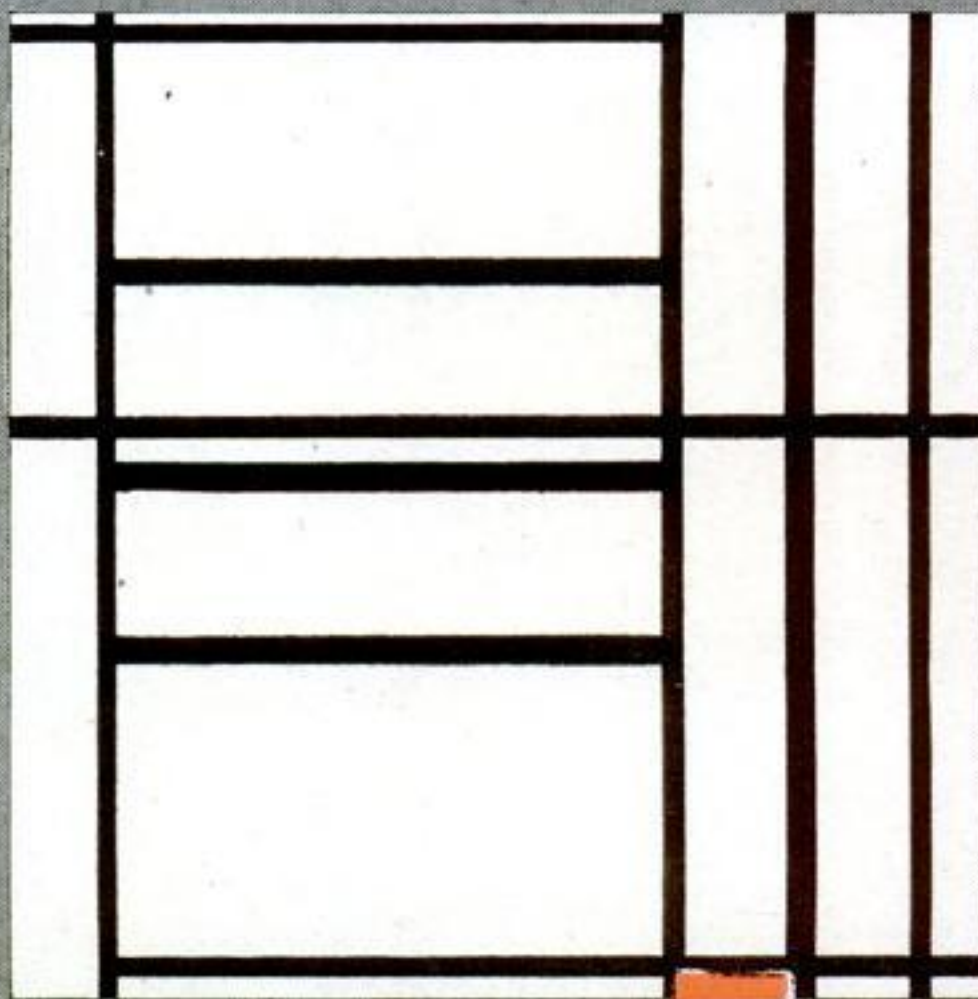
SPEAKING OF PICTURES

. . . THIS IS ART BY PIET MONDRIAN

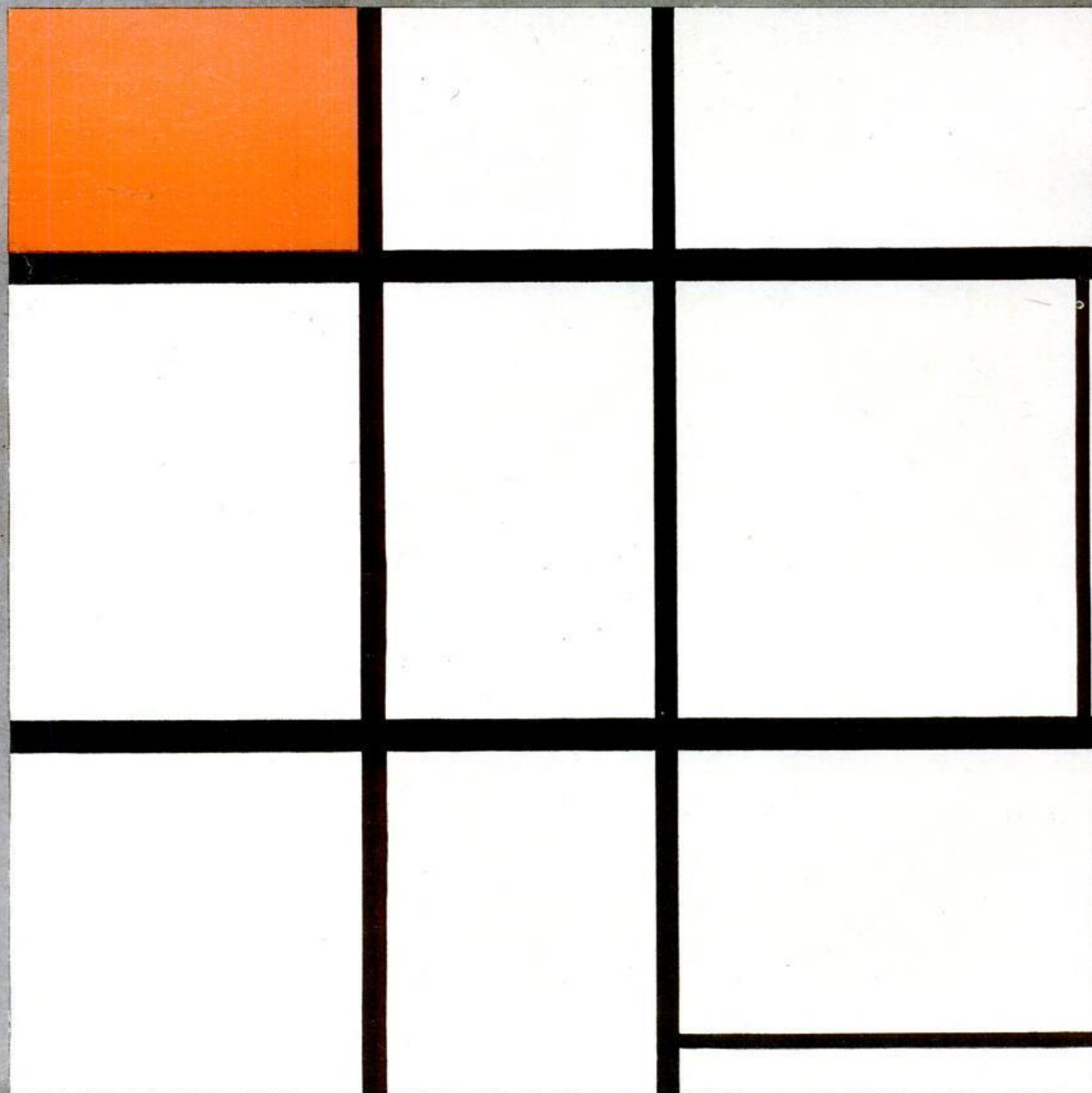
During the last 30 of his 72 years Piet Mondrian, a Dutchman whose full name was Pieter Cornelis Mondriaan, was probably the only artist in history who never drew a curved line. Ever since his exposure to cubism in Paris in 1910 he had refined his theory that the best art was rigidly rectilinear. Mondrian died in



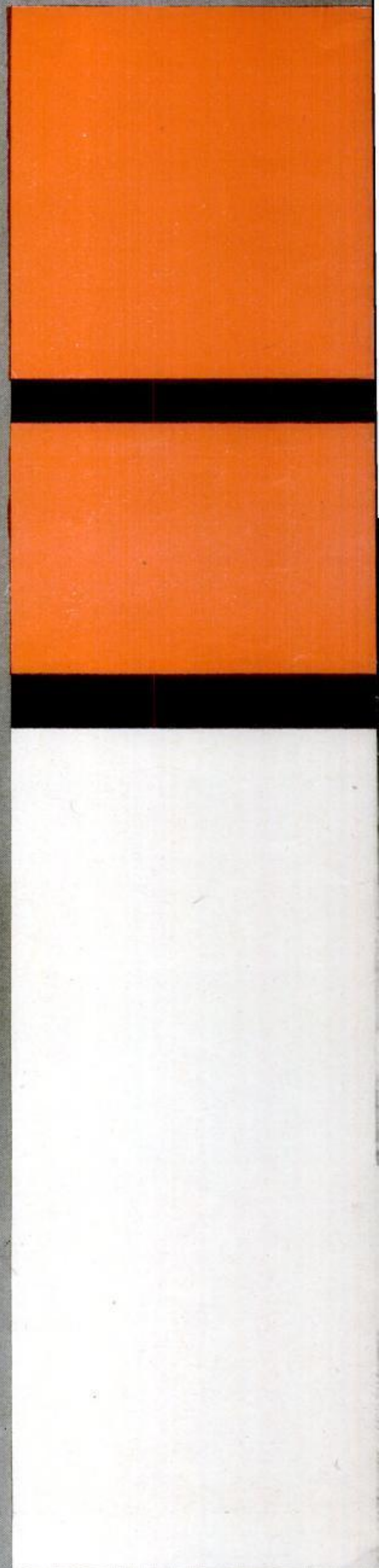
COMPOSITION IN WHITE AND RED



COMPOSITION



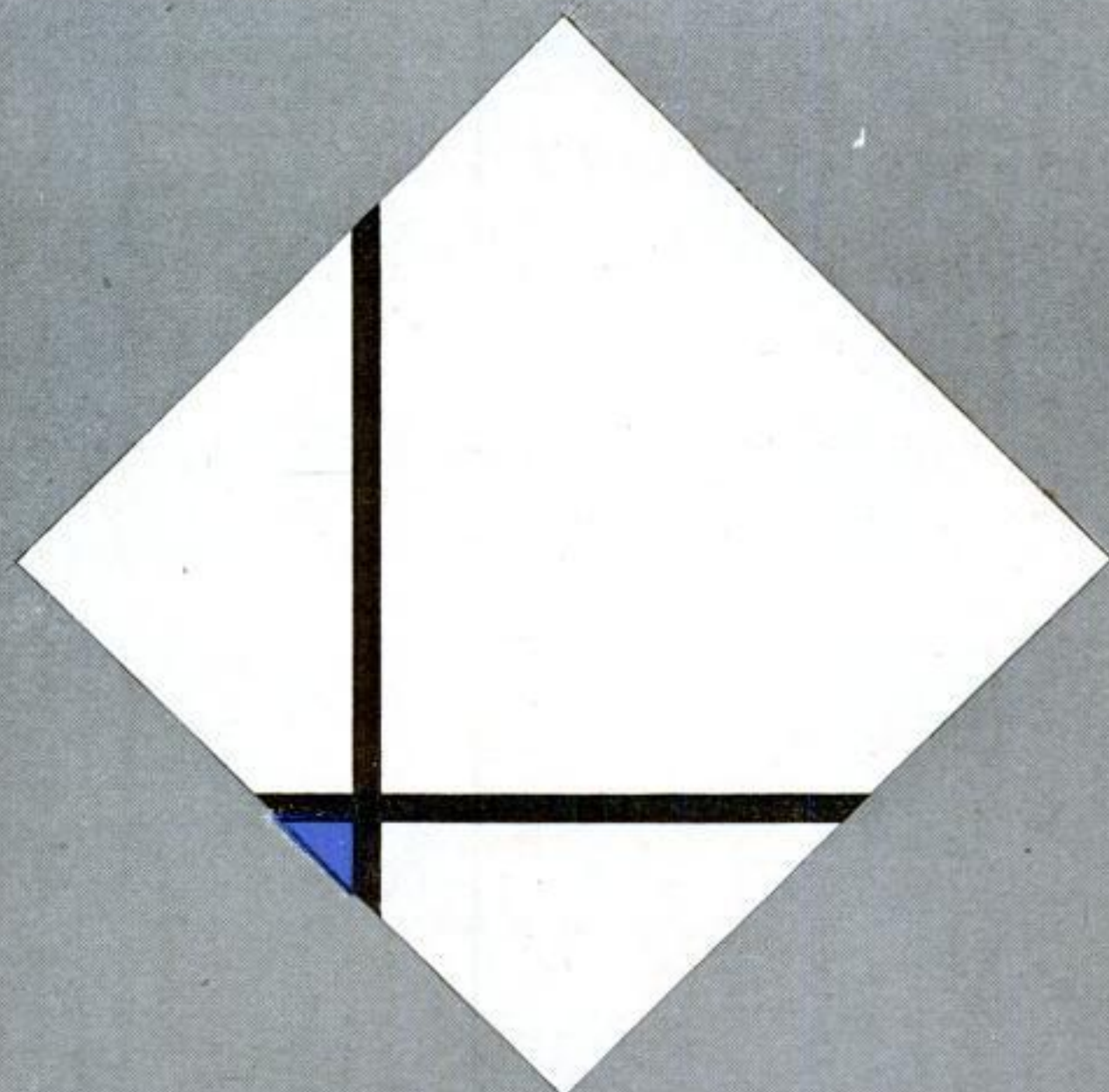
COMPOSITION IN RED AND WHITE



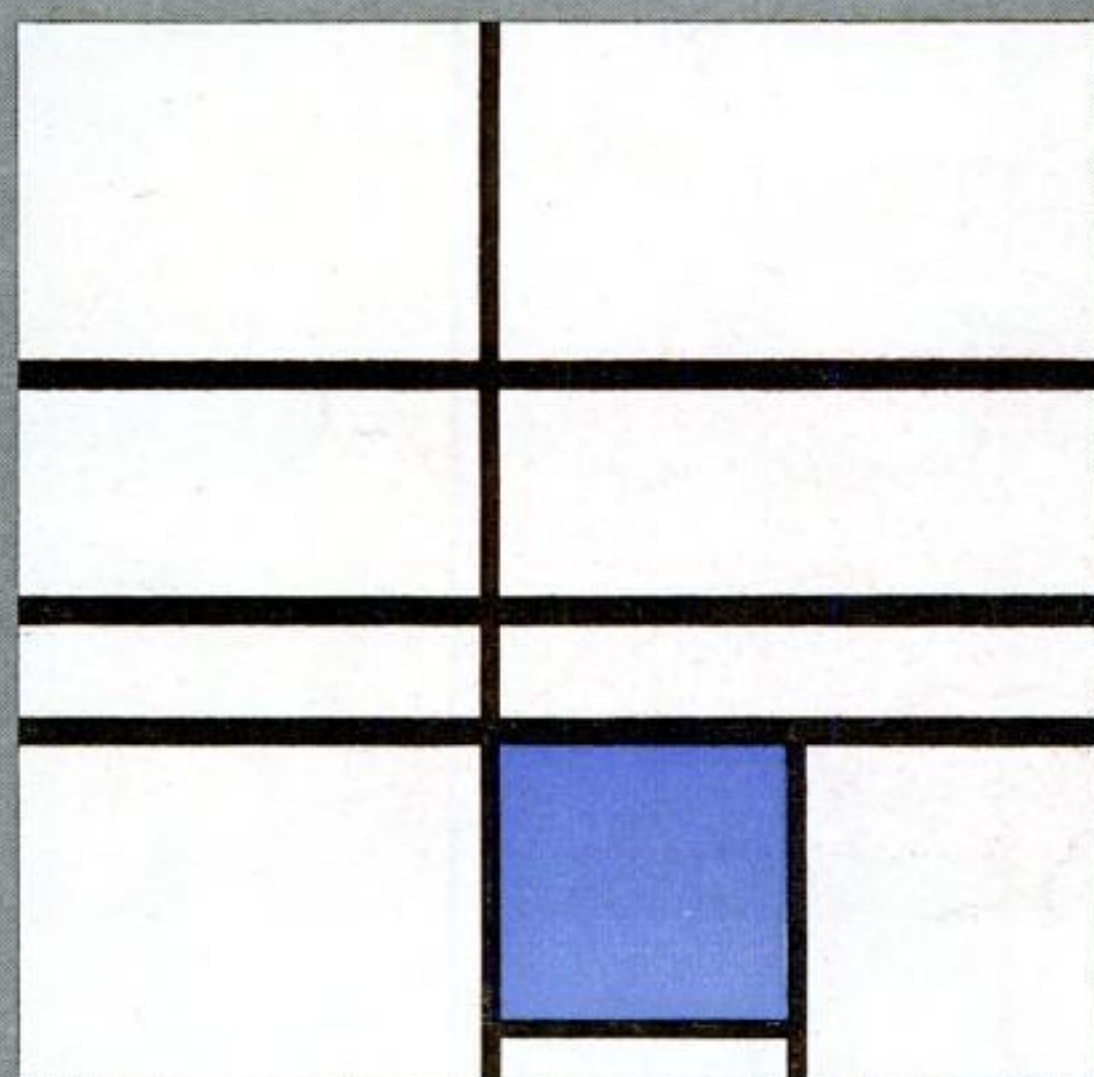
New York in 1944 and this year Manhattan's Museum of Modern Art gave an exhibition of his work, including the examples shown here.

Most gallerygoers are alternately bored and exasperated by Mondrian's meticulous canvases, which were made by moving Scotch tape around until the pattern looked right. But critics

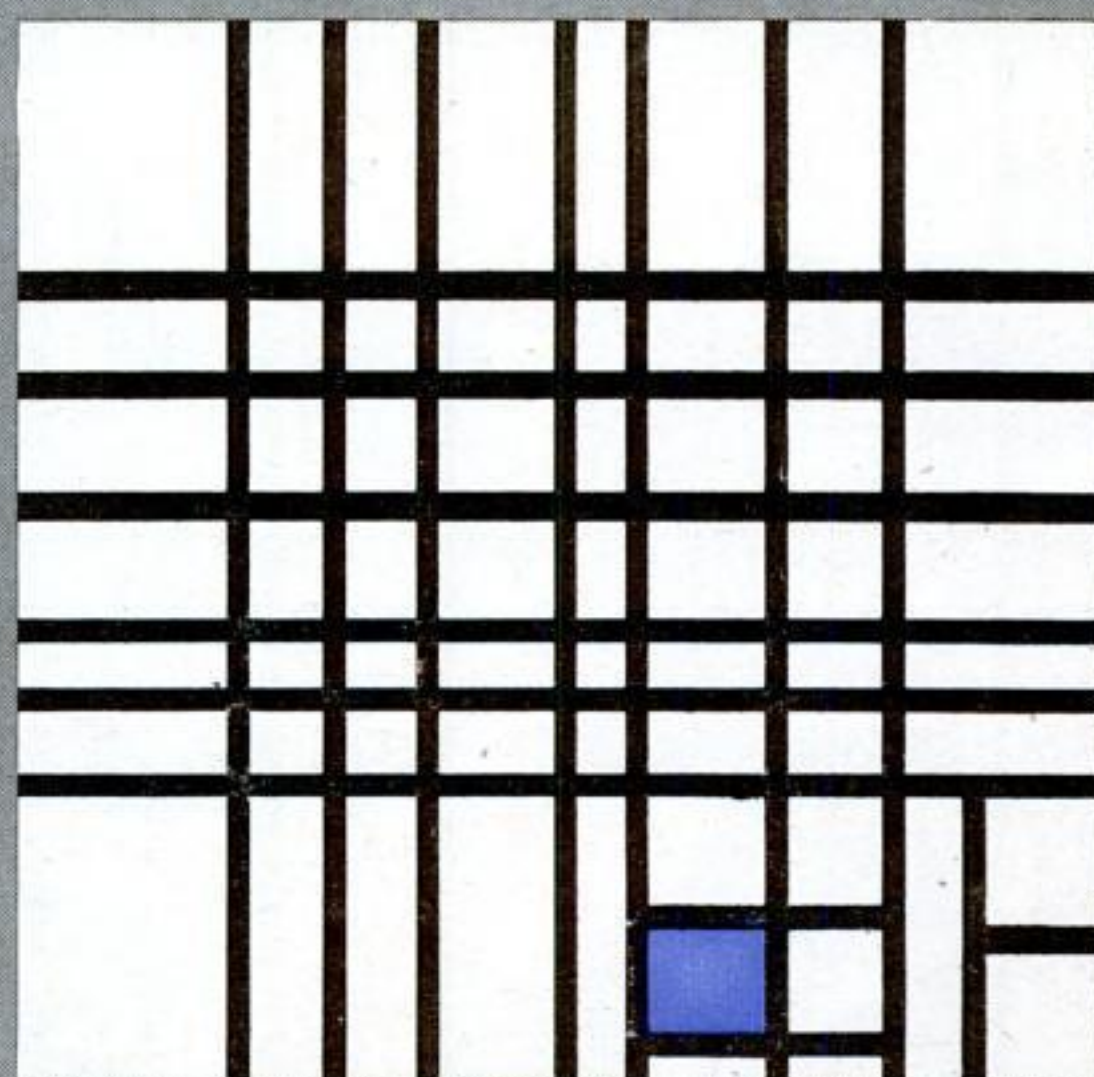
call it "great art." Said the *New York Times* critic, Edward Alden Jewell, "The ultimate 'neoplastic' expression arrived at is brilliantly his own." Mondrian has had considerable effect on modern architecture, posters and especially linoleum. But his art is nothing new. It is the kind Plato said he would like in his ideal republic.



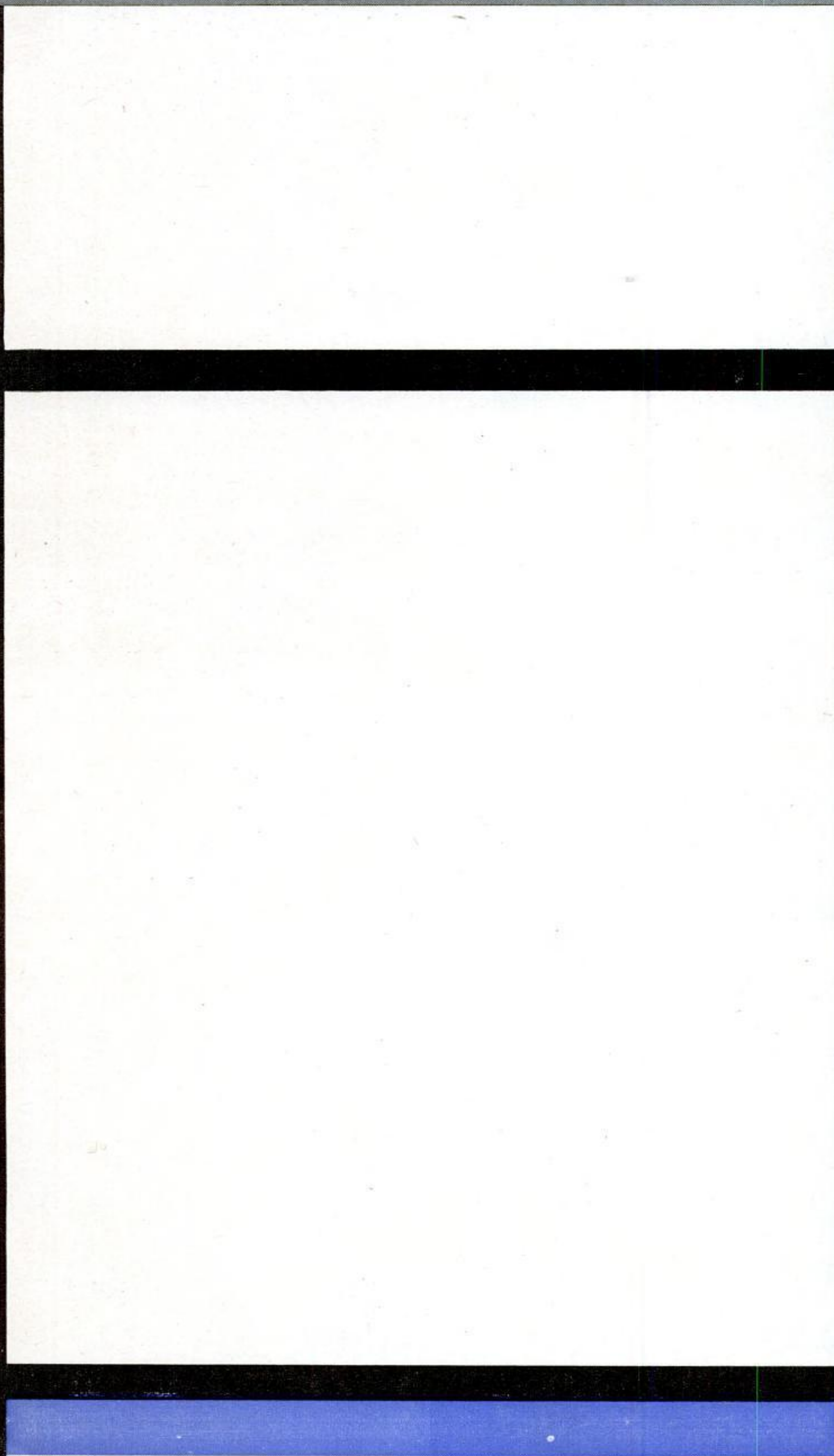
COMPOSITION IN WHITE AND BLUE



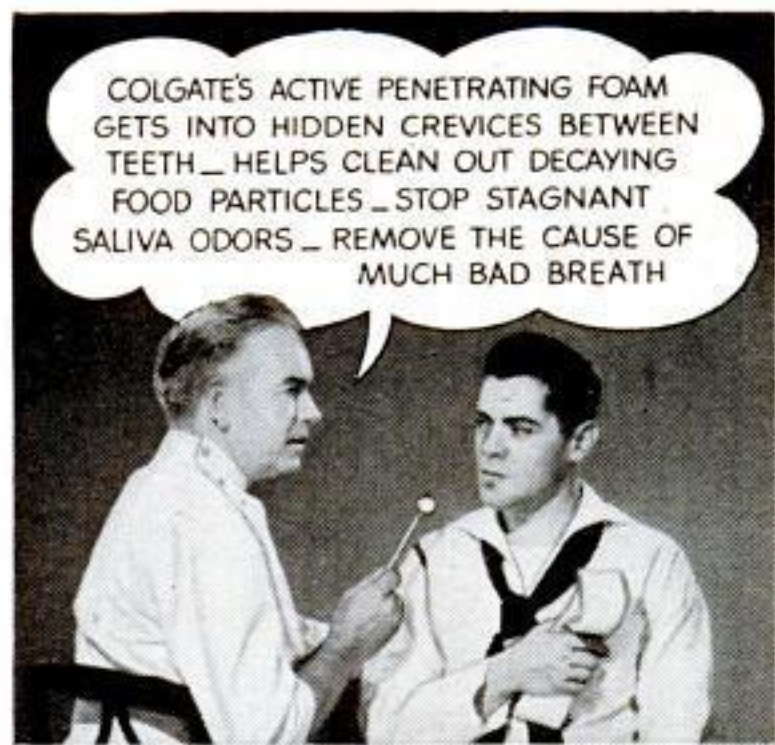
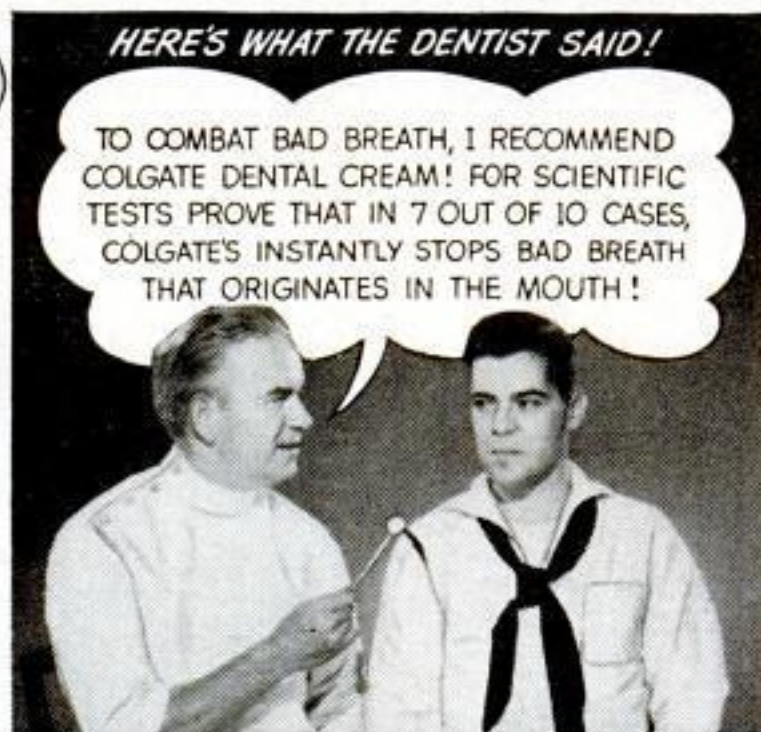
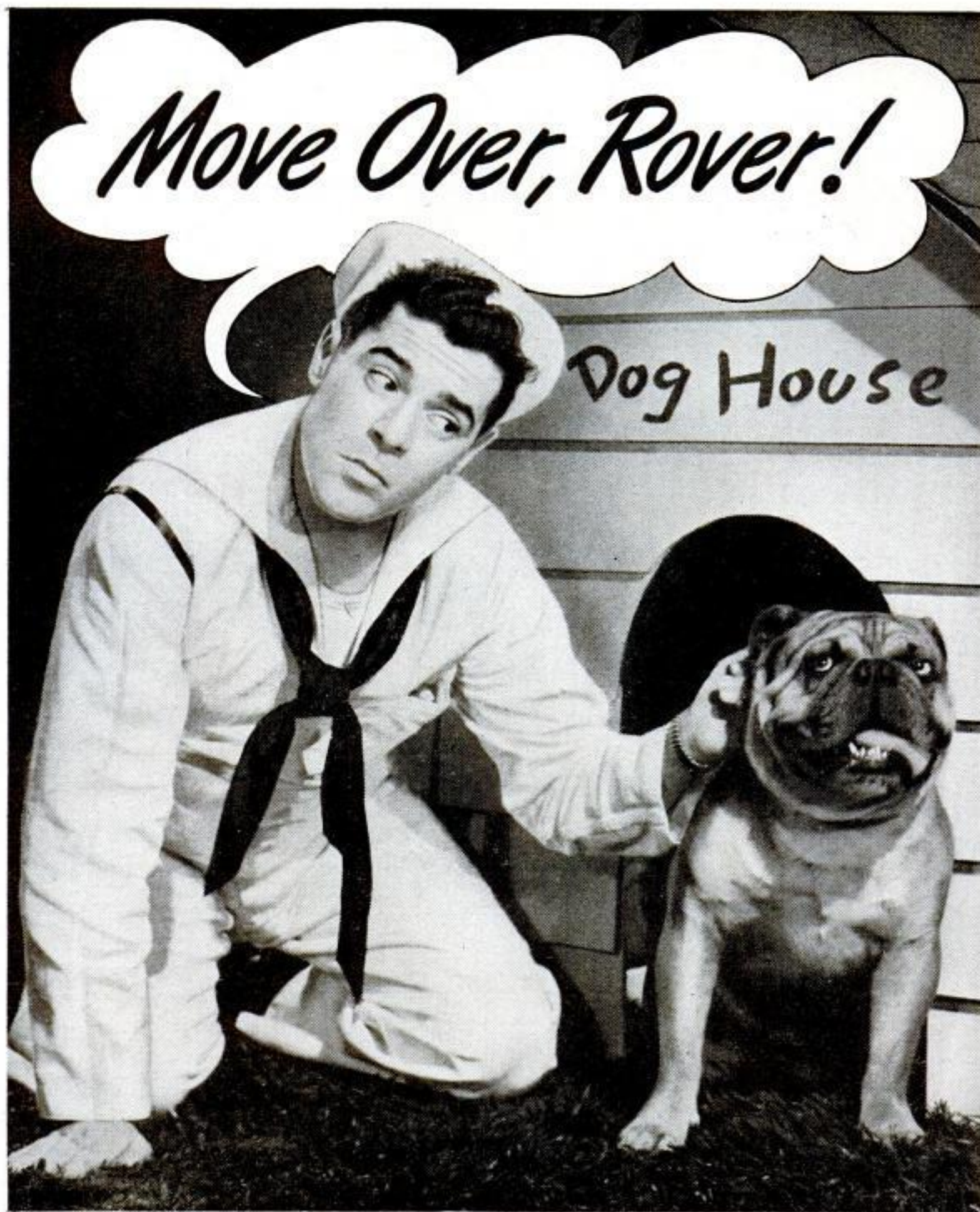
COMPOSITION IN WHITE AND BLUE



COMPOSITION IN WHITE AND BLUE



COMPOSITION



Tune In! KAY KYSER Wednesday Night — NBC Network

SPEAKING OF PICTURES

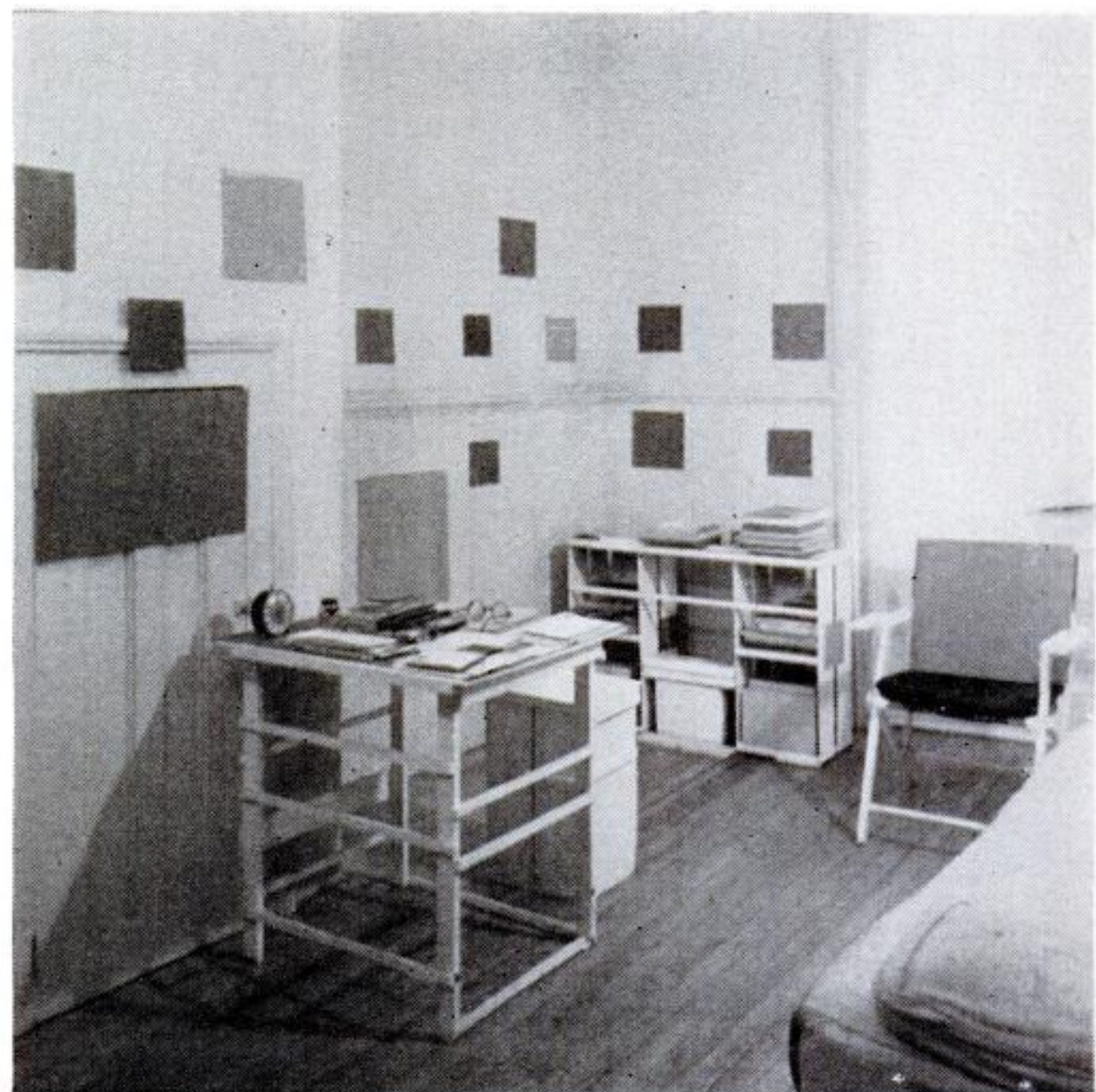
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MONDRIAN CONSTANTLY KEPT HIS RADIO TUNED IN ON BOOGIE-WOOGIE

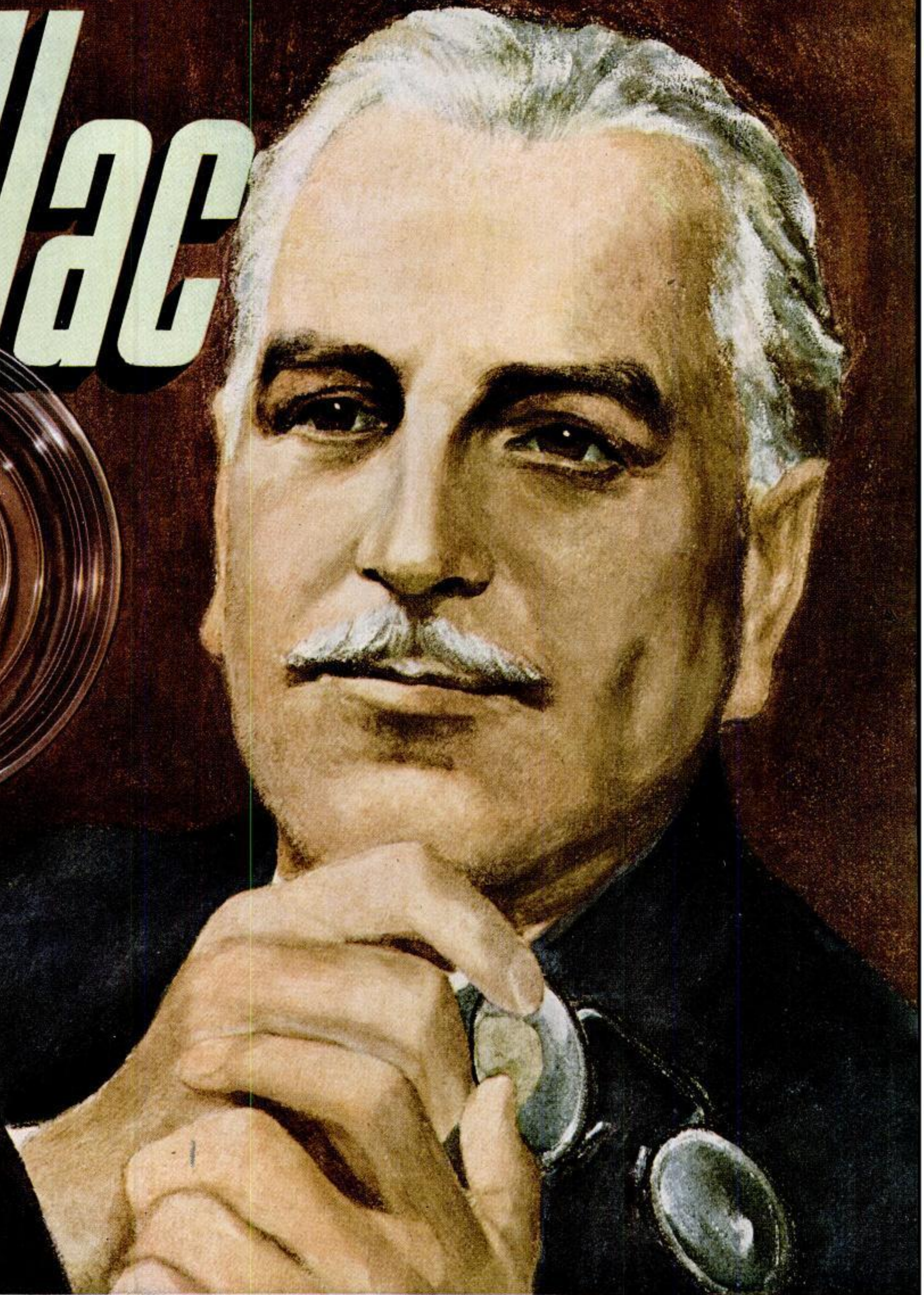
MONDRIAN HATED CURVES

Piet Mondrian hated curves in any form. He once lived in a house with a curved staircase but pasted rectangular pieces of cardboard along the balustrades. In his rectangular New York studio (below), where he was driven by the war, he simultaneously indulged his passion for boogie-woogie music, dancing and oranges by playing the music on the radio or phonograph and dancing by himself while sucking an orange. He nevertheless deplored the fact that oranges and records had to be round.



HE MOVED COLORED RECTANGLES ABOUT WALL TO MAKE STUDIO ATTRACTIVE

Cadillac



There's one thing he's sure about...

Even in this fast-moving, quick-changing world of today—there is *one* thing the average Cadillac owner is certain about. *He is certain he wants his next car to be a Cadillac.*

Three million motor car owners were recently queried as to what car they expect to purchase next. They were carefully apportioned among the seventeen leading well-known makes—to give an accurate picture of how satisfied people are with their present cars.

Those who drive Cadillacs showed the greatest owner loyalty in the industry. Percentage-wise, more of them said they would “repeat” on their present cars than any other group of owners questioned.

This would be significant at any time; but it is especially so today. Even the latest cars purchased before the war are now in their fourth year of service. Cars are being tried as they have never been tried before. Their

full character and capabilities are now being revealed to their owners.

We are proud that Cadillac owners are so well satisfied with their cars. It is convincing proof of the value of Cadillac craftsmanship.

Every Sunday Afternoon . . . GENERAL MOTORS SYMPHONY OF THE AIR—NBC Network

CADILLAC-MOTOR CAR DIVISION



GENERAL MOTORS CORPORATION



BUY MORE

WAR BONDS

KEEP WHAT YOU HAVE

Copyrighted material



PROTECTION FROM THE SEA

WE WERE very gay, the summer of '41. You took me somewhere 'most every evening. Dancing, picnicking, swimming.

Swimming I liked most of all. You called me a mermaid, a siren, a water witch. Then on that never-to-be-forgotten afternoon at the beach... when I'd pulled my swim cap off you told me that my hair was like spun gold shining in the sun... that I'd bewitched you for keeps. You said, "Let's be sweethearts for always..."

You're on the broad ocean now, Jim. You and millions of other Jims and Bills and Joes. But you'll be back. And know that I meant it when I said, "Yes... for always."

The people who made swim caps in 1941 are making life-saving equipment today. The designers who were able to perfect the "U.S." Howland Swim Cap were also able to meet the needs of fighting men for self-inflating belts and vests, for waterproof equipment covers, for rubber medical supplies.

Because you, the public, liked our caps, another great division of United States Rubber Company activities grew and grew. Hundreds of additional men and women acquired the special skills needed for the handling of rubber, and developed the love of fine craftsmanship essential for success in this work.

These trained workers were ready when our country needed them, and have produced life-saving war equipment by the millions. Thus so little a thing as a swim cap that would keep a lady's hair dry prepared the way for protecting the lives of the American men on transports and landing ships.

SERVING THROUGH SCIENCE



Listen to "Science Looks Forward"—new series of talks by the great scientists of America—on the Philharmonic-Symphony Program. CBS network, Sunday afternoon, 3:00 to 4:30 E.W.T.

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LIFE'S COVER

Today the U.S. Navy is brilliantly defending the independence that was declared 169 years ago on the Fourth of July. The Pacific Fleet destroyers shown on LIFE's cover this week are symbols of this invincible U.S. seapower. With its great new base and headquarters on Guam (see pp. 63-75), the Navy is ready now for fresh offensives against the enemy. Last week the Japanese nervously reported that the American fleet was gathering for imminent new assaults.

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LIFE

Vol. 19, No. 1

REG. U. S. PAT. OFF.

July 2, 1945

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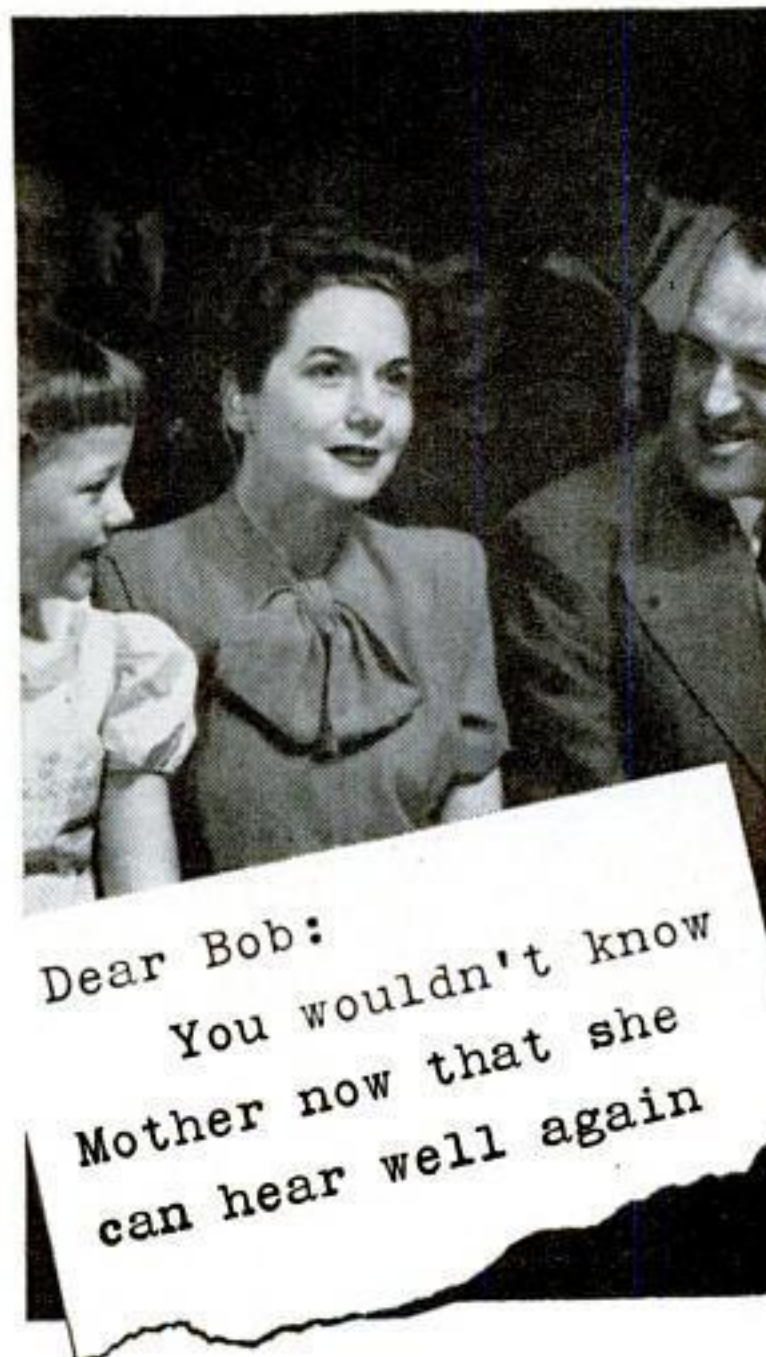
LIFE'S PICTURES

J. R. Eyerman, who took the picture essay on Guam (see pp. 63-75), has worked more steadily with the Pacific Fleet than any other civilian war photographer. He first joined a U.S. task force in March 1944 when he boarded the carrier *Lexington*. Except for a few quick trips home he has remained in combat ever since. Carrier war is his particular specialty, but when he went to Guam recently he was no stranger there, having photographed U.S. marines and soldiers reconquering the island from the Japanese just ten months earlier.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified

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2—NINA LEEN	24, 25—WILLIAM VANDIVERT
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	82, 83, 84, 85—GEORGE KARGER-PIX
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	88—BRITISH OFFICIAL PHOTOS

ABBREVIATIONS: CEN., CENTER; COL., COLUMN; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; AAF, ARMY AIR FORCES; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; INT., INTERNATIONAL



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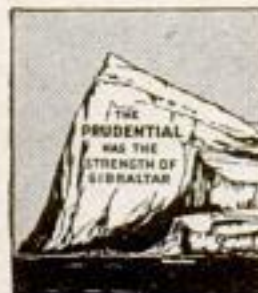
But without even thinking about it, they are forming an important unit of society too. They make a home, secure a livelihood which now supports a "family," and take their part in some form or other of community life.

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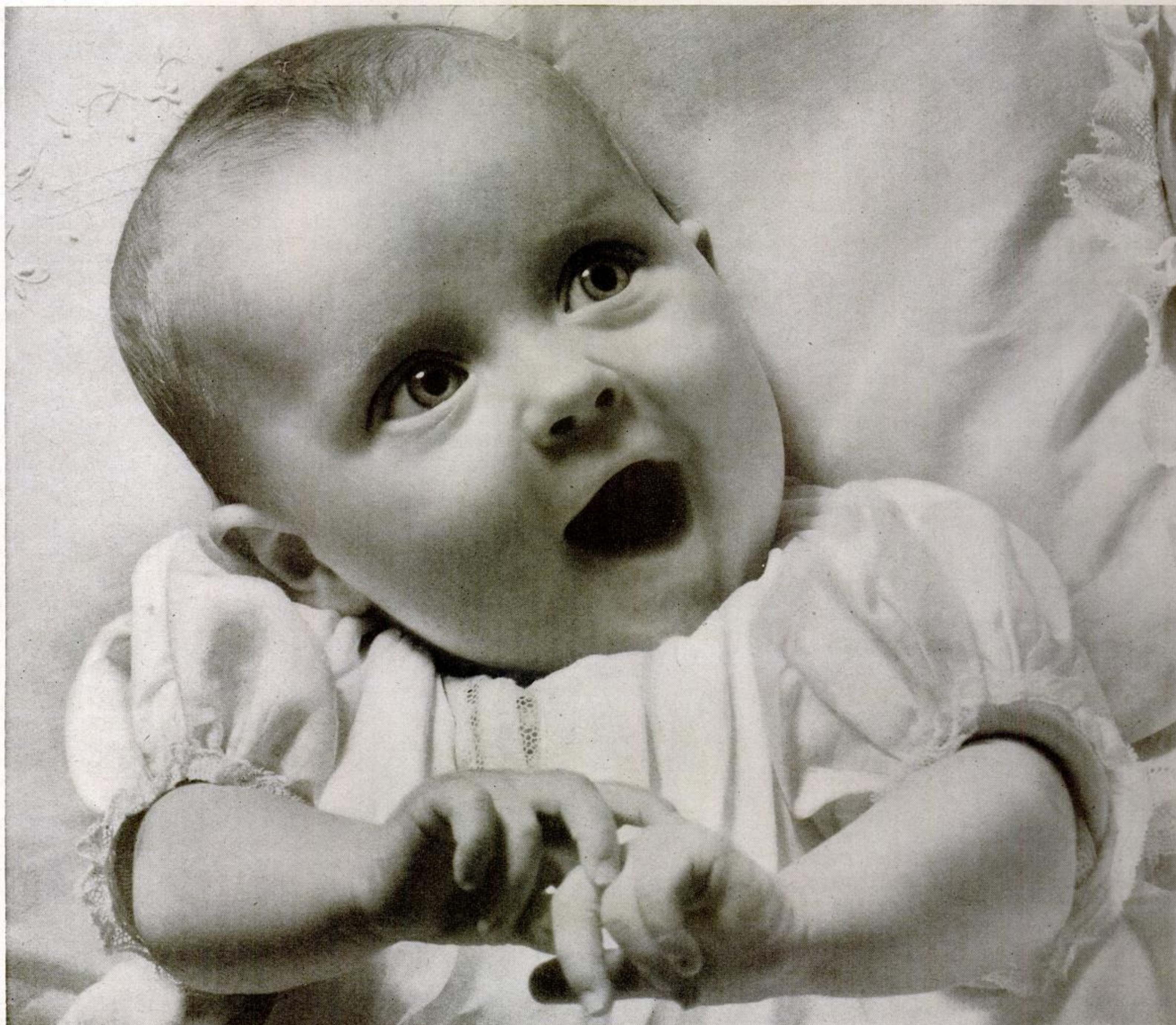


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THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



EISENHOWER JOVIALY SLAPS NEW YORK'S MAYOR LA GUARDIA ON THE SHOULDER AS THEY MEET AT AIRPORT ON THE GENERAL'S ARRIVAL FROM WASHINGTON

GENERAL EISENHOWER COMES HOME

General Dwight Eisenhower was back from the wars last week. With a grin on his sunburned face he came home to milling millions in Washington, New York and Kansas City, to his Congress, his President, his wife Mamie and his mother and his old friends in his home town of Abilene on the plains of Kansas.

For sheer size it was a triumph no conqueror before him had ever received. In New York alone 4,000,000 people cheered him. Police Commissioner Valentine, who remembers the day Admiral Dewey came home from Manila Bay and the home-comings of the 27th Division and the 77th Division after the last war, and of General Pershing and Charles Lindbergh,

said, "This beats them all." Throughout the country, people welcomed him as the leader of the victorious Allied armies. But they also welcomed him as the representative of the men who had fought under him—the millions of the living and the thousands of the dead. Said the general himself to a joint session of Congress, "The hard task of a commander is to send men into battle knowing some of them—often many—must be killed or wounded. It is a soul-killing task. My sorrow is not only for the fine young lives lost or broken, but it is equally for the parents, the wives and the friends. The price they pay is possibly the greatest. The blackness of their grief can be relieved only

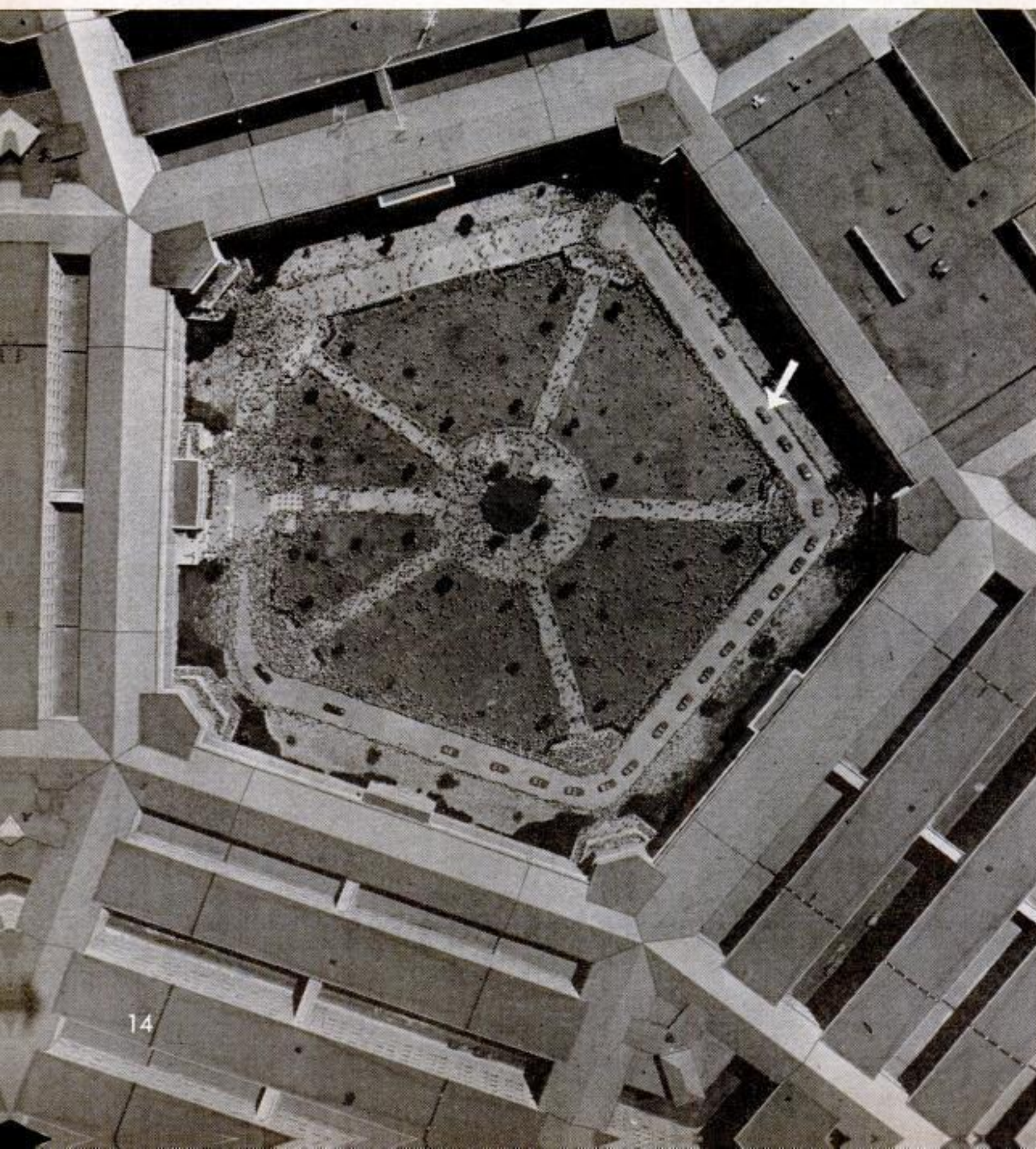
by the faith that all this shall not happen again."

Wherever he went, Eisenhower spoke frankly, with hard common sense. He told the New Yorkers of the great need for "jobs for men—and peace in the world." He told cadets at West Point that if he had his way the Army, Navy and Air Forces would all "be in the same uniform . . . but I don't suppose Congress and the Big Brass would ever agree to that." In Kansas City he told Midwesterners of the necessity of peacetime military conscription, adding that the Midwest "has been called the heart of isolationism. I don't believe it. No intelligent person can be isolationist and the ratio of intelligence here is high."



Mrs. Eisenhower greets the general as he steps from his plane at Washington's airport. Photographers missed shot of the long kiss Eisenhower gave his wife. He refused to pose another.

The Pentagon Building, from the air, looks like a gigantic swarming beehive as workers for the Army crowd the courtyard to see Eisenhower, riding in the second car of a 21-car cavalcade.



To a joint session of Congress Eisenhower gravely declares that a soldier "knows that in war the threat of separate annihilation tends to hold allies together; he hopes we can find in peace a

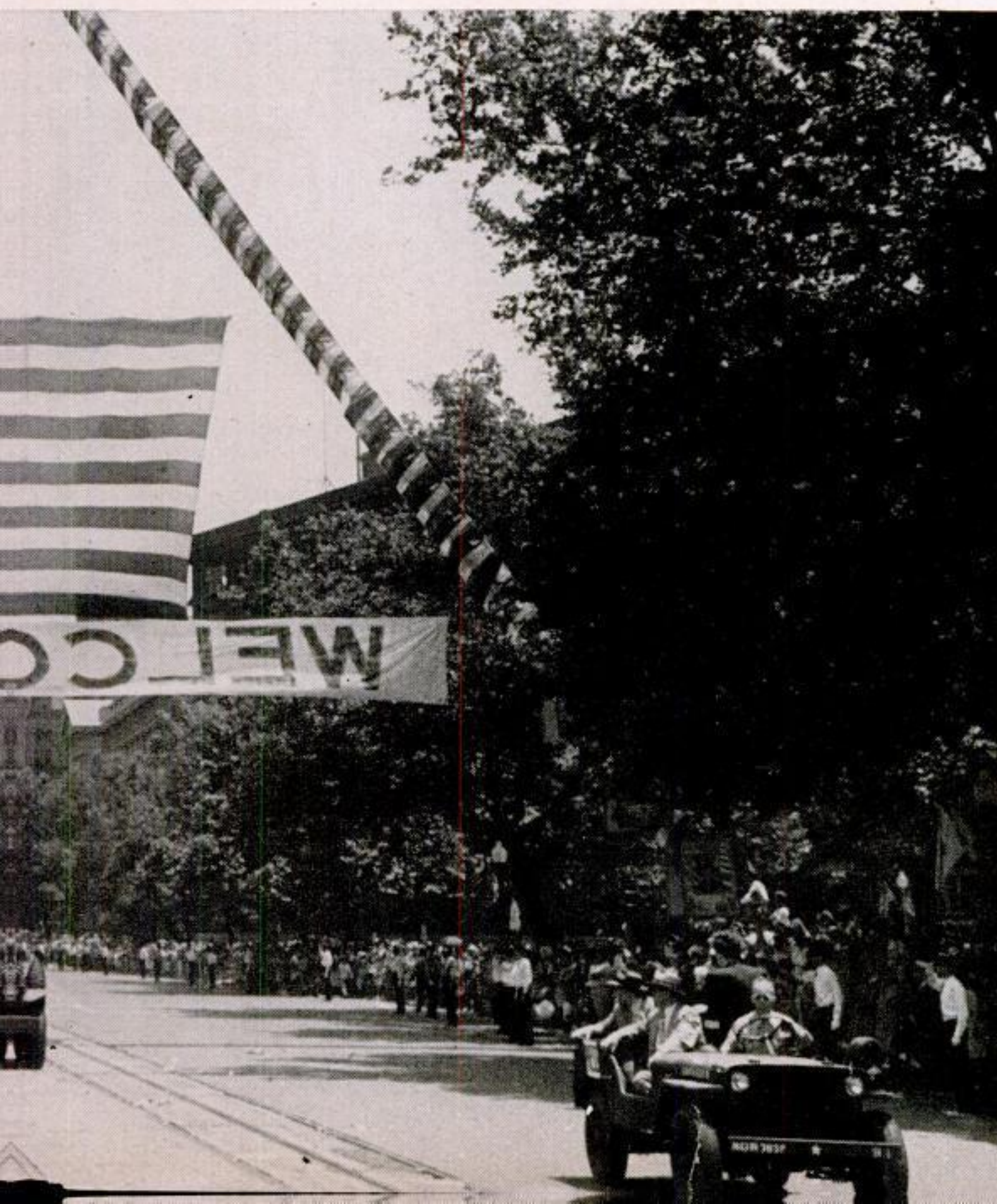
Down Pennsylvania Avenue, Eisenhower passes under welcome sign. Said the general to Washingtonians, "These soldiers of mine and I have been in France where we didn't understand the





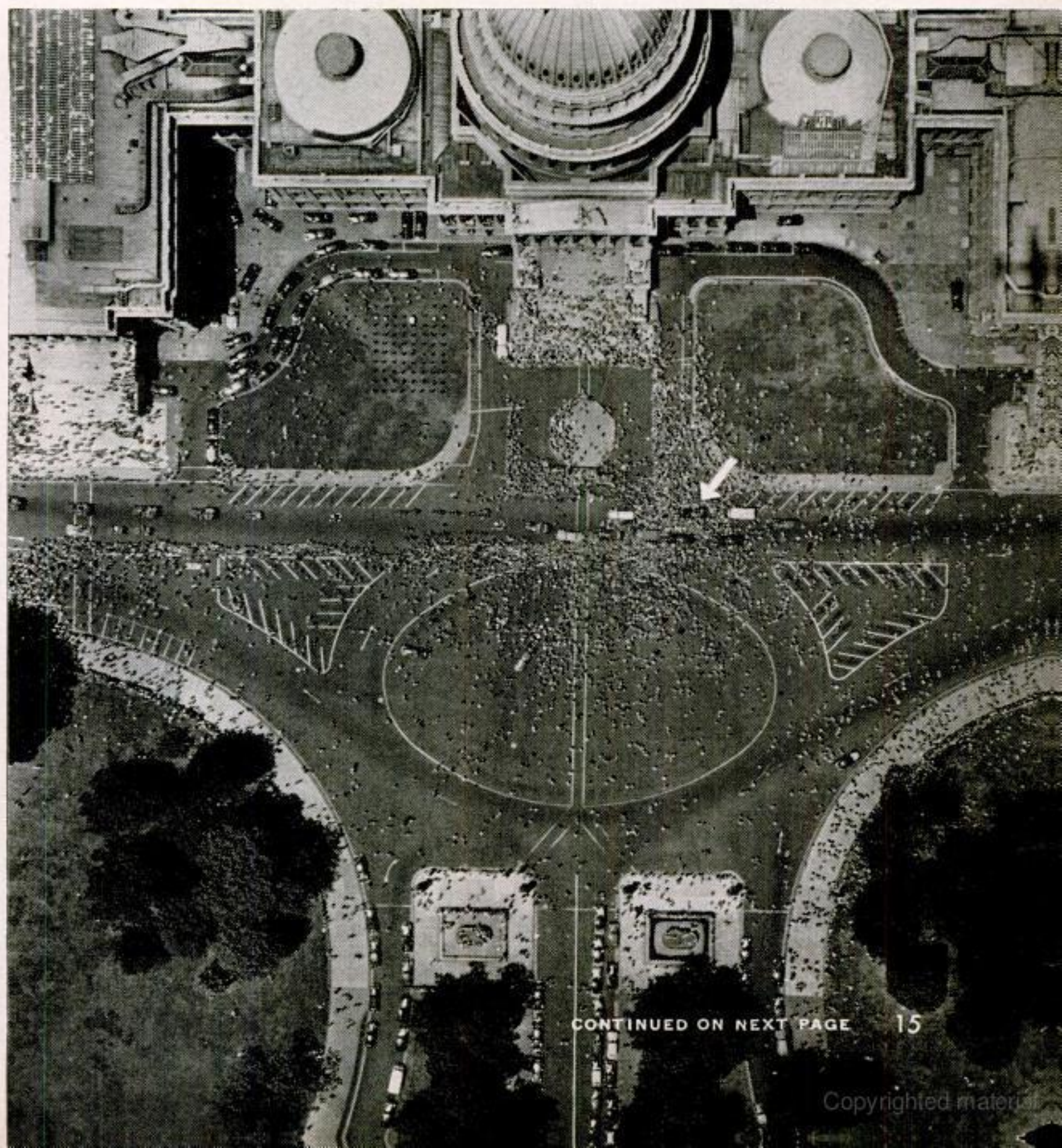
nobler incentive to produce the same unity." Behind him and above are Senator McKellar, president pro tempore of the Senate, and Representative Sam Rayburn, the speaker of the House.

language . . . in Germany where faces were sullen. Coming home means seeing familiar faces and a language we know. Three million men . . . have just one longing—to return home. . . ."



President Truman pins Distinguished Service Medal on the general's tunic—third time Eisenhower has received it. Mr. Truman said he would rather have the medal than be President.

The front of the Capitol draws thousands as Eisenhower waves his greeting. In spite of 92 degrees of heat, more than a million people saw him in Washington, according to police estimate.





In New York's crowded garment center swirls of paper and cloth flutter down on an impressive cavalcade of cars which carried Eisenhower and his staff through 37 miles of the city's streets. His progress could be followed by the noise. A meter recorded the average sound level as the equivalent of 1,000 radios playing loudly together. When the official reception at City Hall was over, the cheering was equivalent to 3,000 simultaneous peals of thunder. Just north of the

garment district, Times Square was crowded with cheering thousands too. But there a line of 600 bobby-soxers waited in front of the Strand Theater where Humphrey Bogart was playing in *Conflict* and where Louis Prima's orchestra was the stage attraction. Said one youngster, "Eisenhower? First we want to see 'Bogey' and Louis." On Fifth Avenue employees of Franklin Simon & Co. were more enthusiastic. They tossed red, white and blue feathers at the general.



At the Polo Grounds Eisenhower greets crowd with his triumphant V salute, given by both arms upraised. The 27,000 fans roared a welcome louder than that which greets a Giant home run. To Manager Mel Ott of the Giants, Eisenhower revealed a secret: he had once played pro ball in the Kansas State League under the assumed name of Wilson. During the game the Boston Braves' pitcher, Jim Tobin, hit a home run. Eisenhower asked what had happened to pitchers

since he went away. He also tried to keep score but was interrupted by politicians who wanted to meet him. In the fourth inning rain drove him to shelter in a center-field office, whence he watched game through a window. Before coming to the park he had been made an honorary citizen of New York and given a special medal by Mayor La Guardia. He cautioned, "New York simply cannot do this to a Kansas farmer boy and keep its reputation for sophistication."



Dinner for Eisenhower at the Waldorf-Astoria was attended by 1,600 people who paid \$18 a plate. On the first dais are enlisted men of Eisenhower's staff plus New York's borough presidents. On the second dais (left to right) are Colonel Jacob Bealke, Rabbi Stephen Wise, Colo-

nel Edward Fickett, John D. Rockefeller Jr., Brig. General Thomas Davis, City Council President Newbold Morris, Major General Robert Littlejohn, Archbishop Spellman, Vice Admiral Alan Kirk, Governor Dewey, General Eisenhower, Mayor La Guardia, Judge Irving Lehman,



Major General Harold Bull, the Rev. Canon Edward N. West, Major General David Schlatter, Banker Winthrop W. Aldrich, Brig. General Butler Miltonberger, Businessman Thomas J. Watson, Colonel Woodrow Stromberg, City Controller Joseph D. McGoldrick, Colonel Albert G.

Duncan, Major Larry Hansen. Head welcomer, Grover Whalen (*wearing glasses*), is sitting right behind Eisenhower on a dais which includes some of Eisenhower's staff officers and high-ranking officers on duty in New York. Other two daises include more of General Eisenhower's staff.



At West Point Eisenhower reviews honor guard of the academy's Negro cavalry. Meanwhile the academy band is playing the *National Emblem March*. He was greeted on arrival by the five ruffles and flourishes due a five-star general. Later

he gave the academy a sword which belonged to Napoleon. De Gaulle had given him the sword for the American Army.

some soldiers. When the train started to leave without him, he ran after it and fell, twisting his ankle. Next day in Abilene he limped to a reviewing stand to watch a procession which depicted his life as a boy. One float showed him carrying ice. Another illustrated his old high-school motto: "Not at the top but climbing." Still another bore his Abilene High School football team of 1909. The men who played with him were on the float but his old position, left tackle, was left empty.

HOME-TOWN HERO

At West Point and in the Midwest he comes back to his own people

After leaving New York, General Eisenhower moved into the parts of the country he knows best—the winding banks of the Hudson at West Point, where he went to school, and the flat Midwest near Kansas City and Abilene, where he grew up. Everywhere his fellow countrymen greeted him with cheers, parades. At West Point the cadets passed in review for him. In Kansas City there was a two-mile-long parade down Grand Avenue. At Topeka he left the train to greet

His old room, number 3,022, is inspected by general. Once when living there 30 years ago he got a suspension from the dance hall for dancing ragtime. Steel furniture has replaced old oak furniture.

A little boy, Alan Bruce Wasser, proudly gives Eisenhower a bouquet of flowers as a welcome to West Point. Major General Francis Wilby, academy superintendent, is at right.





From the rear of his train, which carried him to Abilene, Eisenhower shakes hands with admirers in Manhattan, Kan. His wife is at upper right. Behind him are his aide, Colonel Stack, and Mrs. Stack.



His 83-year-old mother greets him at Kansas City airport. His four brothers, Milton, Arthur, Earl and Edgar, were also there. It was the first real family reunion in 20 years.

Home at last in Abilene, the general wears his happiest smile as cheering home-town folk crowd round his car. Eisenhower

emphatically denied he was ambitious for any political office, including the presidency. "I am a soldier," he said, add-

ing he wanted only a rest now and an eventual return to civilian life. Over boy scout's shoulder peeps Mrs. Eisenhower.



THE FOURTH OF JULY

MAY OUR PARADES NEVER LEAVE THE PREMISES OF THE DECLARATION OF INDEPENDENCE

As soon as they had won their revolution, the citizens of this yet-unborn republic celebrated the anniversary of the Declaration of Independence with "*feu de joie*, despite the powder shortage." And the Fourth of July has meant fireworks, parades and orations ever since.

This year the guns are fired not for joy but for killing. This year there is no real joy among the millions of Americans who still have fighting to do, nor among the million American families whose boys have been killed or wounded. This year the home-front citizens must go on packing powder instead of shooting it off.

But the Fourth is meaningless without noise. So let the noise that is shattering men's souls and eardrums in the Pacific serve as a civilian rite, too, on this Independence Day. In a way, a five-inch cannon cracker and a six-inch gun speak the same language. In a way, the four-year story of America's unfinished war is one long, horrible, heroic Fourth of July parade, a parade of American might around the world.

The American Achievement

Fourth or no Fourth, Americans have much to feel proud and patriotic about this summer of 1945. Without falling into totalitarian methods we have licked one of our totalitarian enemies and are licking the other.

Without dedicating ourselves to militarism we have put on the greatest show of military power in world history.

From an armchair this achievement can easily be vaporized into a mere formula: the application of superior industrial strength. But that isn't what the war really means. Nor is it a mere football game, as one defeated Nazi general tried to call it. Our achievement is neither sporting nor mechanical; it is a thing of flesh, blood and character.

We can be proud of our generals and admirals; they are good fighting men. Two of them, Lieut. General Buckner and Brig. General Easley, were killed in action only last week by enemy fire. Another, Major General Curtis LeMay, whose job is directing our Superfortresses against Japan, flew one of them from Guam to Washington for a conference and casually broke a world's speed record in the process—8,400 miles in 36 hours. Our generals and admirals are not just button pushers.

Our soldiers are not automatons. More than a hundred of them have won the Congressional Medal of Honor. And as General Eisenhower said of individual exploits, "not one-tenth of them ever has or ever will be told."

We have fought all kinds of war in these three and a half years and fought them all well. Most spectacular was the massive precision of the D-day armada; but there was also a war of attrition in Italy as deadly as 1917 in France. There was knife fighting by night in the snakepits of New Guinea. There were the flame-throwing horrors of Tarawa and Iwo and the chesslike marshalling of tanks across the "thousand-acre garbage

dump" of Kwajalein. There was the engineer's war, which adapted the jungle to Americans as thoroughly as the Japs had adapted themselves to the jungle. (For one example of Engineering prowess in the Pacific, see the Guam story on pages 63 through 75.) In the Pacific these and other wars are still going on. Even in Europe unsung men are dying in the thankless bomb-disposal war, matching their wits against every variation of the 80-day fuse.

Mastery of Sea and Sky

While our admirals, in three short years, revolutionized the art of naval logistics, a couple of million landlubbers learned enough seamanship to man the 100,000 new vessels (including 82,000 landing craft) which our Navy has built since Pearl Harbor. Overhead meanwhile grew our new mastery of the sky: 1,000,000 tons of American bombs on Germany last year, 2,000,000 tons per year now destined for Japan.

The closer we get to Japan, the faster mount our casualties. Tarawa killed just under a thousand; Saipan 3,400; Iwo 4,600; and Okinawa cost 13,000 American lives. Yet always the score remains fantastically in our favor: 14 dead Japs to every dead American in amphibious operations and three dead Japs for every American casualty of any kind. How is it possible? Not just because of our material superiority nor Jap suicide mania. The score also depends on solo exploits like that of Pfc Clarence Craft, who rampaged up Hen Hill on Okinawa and with two cases of grenades killed 58 Japs. As his mother recalled, Clarence always was an "accurate thrower."

The Add-Up

General Eisenhower said the other day that none of the European battlefields, on which men have fought for 2,000 years, "has seen a more worthy soldier than the trained American. . . . His aggressiveness has become a byword." And he added, "Don't ever sell short what America has done in this war." But in larger terms, just what has America done? What is the upshot of victory for our country?

First and most obviously, an enormous increase in America's relative power in the world. That has been a result of practically all our wars. We have never won a war without expanding, whether in realm or influence.

Measure our expanse of power in the Pacific. On those islands our feet are planted for good. Four years ago Manila was a distant enclave of American dominion. Today it is one corner, and Okinawa is the other, of a gigantic rectangle of sand and sea hinged to our mainland, within which American naval might is the only might that counts. We have won a new and wider West. If we wanted to sound like Mussolini, we could call the whole Pacific Ocean "our sea."

But is there ever a good time for mere boasting—even the Fourth of July? As the parade of our might rounds the corner into

Asia, let us think a moment about its real meaning and purpose. For that, there is no better guide than the Declaration of Independence itself.

Jefferson and Mankind

The most obvious result of the Declaration of Independence was that America became a free nation. But to one expert on the Declaration, the late Professor Carl Becker of Cornell, the conclusions of the Declaration are "less important than its premises." Jefferson's major premise was the rights of man. He held that every man alive has an inborn right to freedom and self-government and that whoever fights for that right has nature and nature's God on his side.

Neither Jefferson nor the authors of the Constitution ever used the word "sovereignty" if they could help it; it smacked too much of Europe's kings. And if they were alive now, they would celebrate not because the American nation has acquired more power. They would rejoice because the premises of the Declaration are extended, premises which, they believed, would some day embrace the whole world.

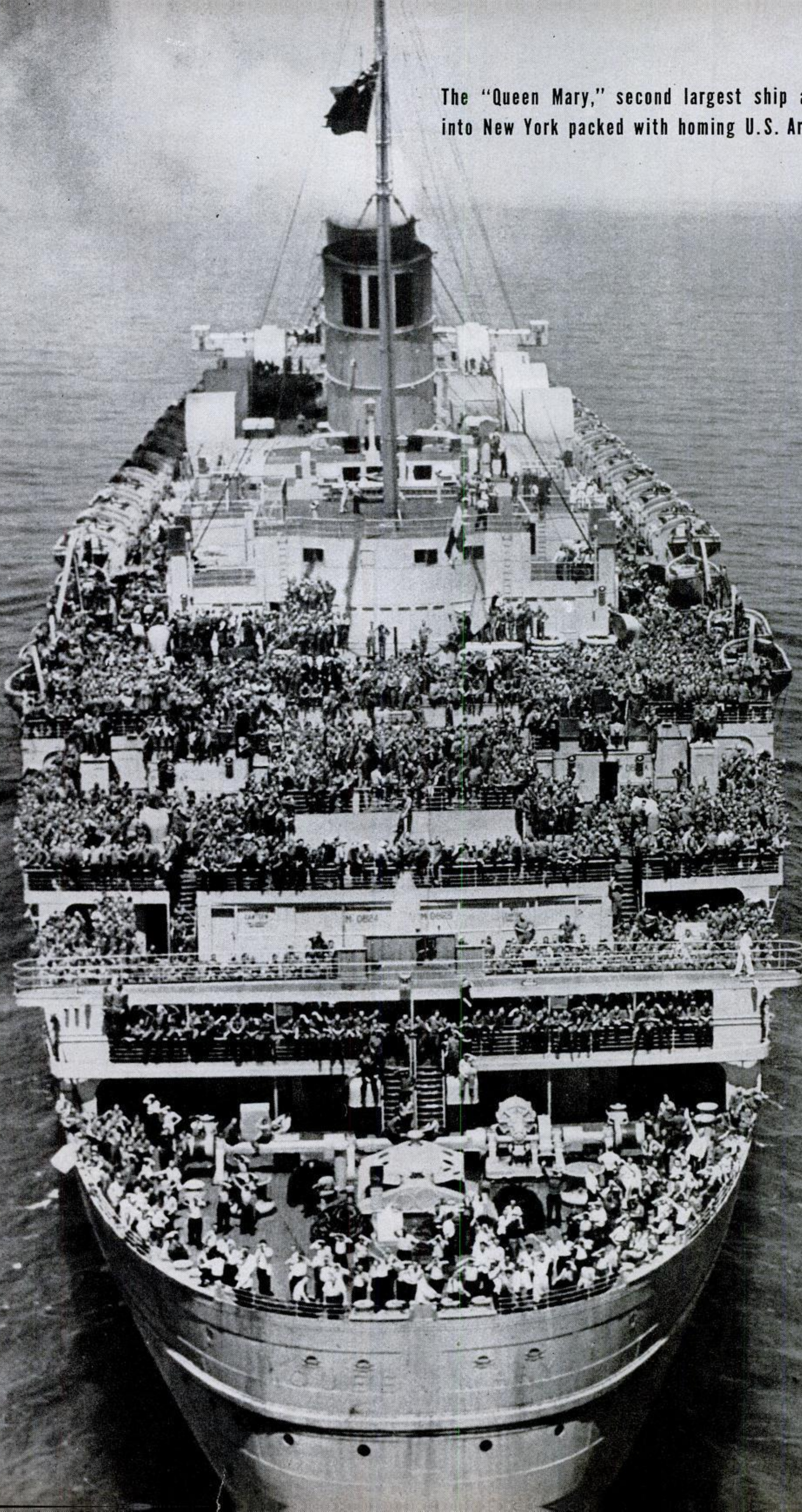
George Washington, even after he had won his war, was proud to call himself a "citizen of the great republic of humanity at large." Jefferson said, "We are acting under obligations not confined to the limits of our own society." In his day there was not even a World Court; but there was a "conscience of mankind."

Sometimes it seems that that conscience has grown duller since the days of the Enlightenment. Although the United Nations at San Francisco have tried to raise new standards, the arrogance of sovereignty against which Americans revolted in 1776 seems stronger than ever in many parts of the world. Let us keep it still from American thoughts and American shores! Our nation is a great instrument for good, and power is safer in our hands than in most. But that will be so only while we remember that our nation and our sovereignty are not ends but instruments. The purpose of American strength is to promote liberty and self-government throughout the human race.

PICTURE OF THE WEEK: ➔

Barely finished with its welcome to Eisenhower, New York last week greeted 14,526 of Ike's men returning from Europe aboard the 81,000-ton *Queen Mary*. Overhead a Navy blimp played recorded music for the men and women aboard. One blonde Army nurse kept waving a pair of filmy black panties out of a porthole and shouting, "Hey, we won!" Since March 1940 the *Mary* carried 500,000 GIs and 150,000 other Allied soldiers to Europe, the Far East and the Pacific. She and her bigger sister, the *Queen Elizabeth*, have transported 1,250,000 men to all seven seas. Traveling at great speed without convoy, the *Mary* never saw an enemy submarine or torpedo.

The "Queen Mary," second largest ship afloat, sails into New York packed with homing U.S. Army veterans





The Eagle's Nest (or Adlerhorst) is reached by a 400-foot elevator from whose ten-foot bronze doors, inscribed "Erbaut (built) 1938," it takes about seven minutes to reach the house (the

Empire State Building elevators rise 960 feet in 59 seconds). Some 3,000 workmen were needed to blast out the shaft and get building material to the peak. The elevator is now out of order.



Hitler's eyrie, designed by himself, is a remarkably uninteresting, gray-stone building. This view looks northwest from the mountain of Kehlstein (Stone Throat), over outskirts of Berchtesgaden.



Hitler's view opens northeastward toward Austria, which here surrounds Germany on three sides. The mountains are named Gray Wall and Meat-Cellar. Beyond is Salzburg.

HITLER'S EYRIE

American GIs take over fabulous Eagle's Nest above Berchtesgaden

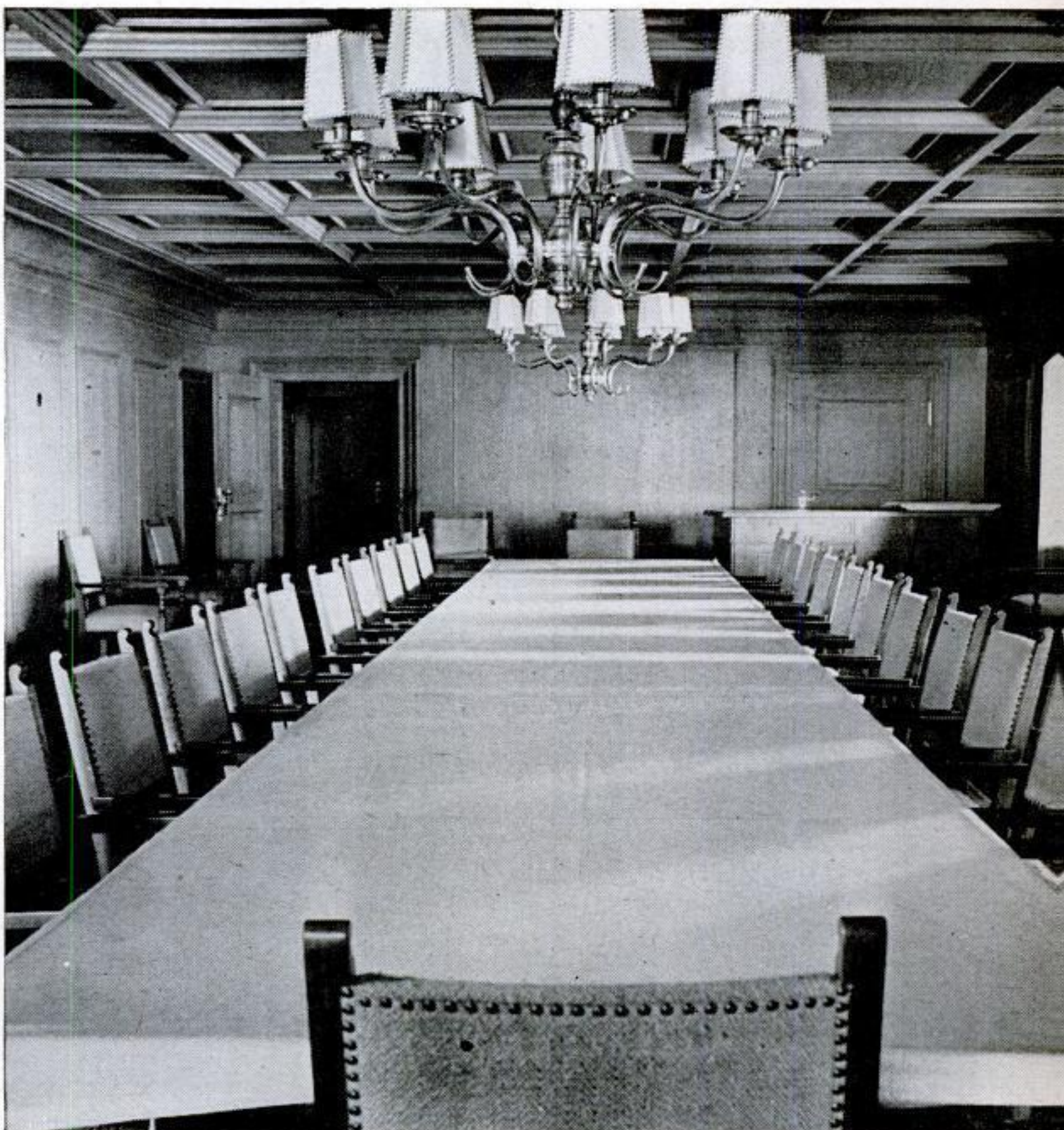
Sometime around 1936 Adolf Hitler began to tire of his chalet at Berchtesgaden in the Bavarian Alps. Yearning to be higher and lonelier, he ordered a new retreat built on the top of the Kehlstein, the mountain which overhangs Berchtesgaden. To reach the peak an elevator shaft was drilled through the rock core of the mountain. When the fabulous Adlerhorst (Eagle's Nest) was finished, Hitler used it to brood alone or to entertain his most favored guests. The few foreigners who ever saw it (Ambassador François-Poncet of

France, Michael of Rumania) came away goggle-eyed.

Last week the first pictures of the fabulous eyrie reached the U.S. They showed a simple building, of undistinguished architecture, clinging to the mountaintop. Unlike the Berghof, it had not been hit by Allied bombs and was captured intact, though looted. Its present custodians are GIs of the 101st Airborne Division. They admire the climate, for the eyrie is usually above cloud level, but don't like the location. With the elevator out of order, they have to walk up.



Hitler's conference room is where American GI guards like to relax and get their feet up on table. One explained that the place was the same as ever, "except that Adolf doesn't live here any more."



Hitler's dining room seated 32 people. The paneling is walnut. This room has only three small windows, is not used for the view. Official china had a red and gold dragon design.

FRATERNIZATION

The word takes on a brand-new meaning in Germany

by PERCY KNAUTH

When Allied soldiers entered Germany, they were given strict orders not to fraternize with Germans. Last week Cromwellian Marshal Montgomery complained German girls were attempting to "sabotage" his nonfraternizing troops by wearing less and less clothing. His men, said Monty, were "putting up a good show" against such tantalizing behavior. Among Americans antifraternization rule, as shown in this dispatch by a LIFE correspondent, was stirring up trouble and strong feelings.

BY WIRELESS FROM GERMANY

This evening in Wiesbaden a bicycle came out of the dusk, pedaled by a couple of bare legs which were topped by a body and a face that nobody in his right mind would throw rocks at. Immediately my thoughts switched to the problem of U.S. soldier fraternization with German civilians. I walked over to some soldiers standing outside a tavern and asked how they felt about the fraternizing situation. A tall, sandy-haired lad called "Rebel" opened up: "You know," he said, "I think this nonfraternization is just plain stupid. What I mean is, it's going against human nature. Go around the corner and look in a bar there. If I was to collect fines in there every night for a week I'd quit the Army and retire rich. After all, we are supposed to educate these Germans back to be normal citizens and this way we're just raising a barrier between us and them."

Another soldier took the speaker's chair. "Listen, Rebel," he said, "you got the wrong slant. All a soldier wants is a little fun. The order doesn't seem to make sense, but I can see some reason for it. After all, we've got to teach these Germans that we're the boss now, and if you go around fraternizing, then they have influence over you and how are you going to govern them then?"

"But I ask you," Rebel argued, "did the French get an influence over us? Did we all get to love the French because we fraternized? Like hell we did!"

"Well, it don't make sense to me," said another GI. "This way a lot of guys fraternize the hell out of a place and get away with it, and a couple of guys get caught and they throw the book at them."

And so it goes. You will probably have gathered by now that the word fraternization has taken on a meaning in Germany which you won't find in any dictionary. And furthermore, if you think fraternization is a hot subject back home you should pat an ice bag on your head and come over here.

The \$65 question

There are many complications to what the GIs now call the \$65 question. (Sixty-five dollars is the fine for fraternizing.) One complication is that some German girls try to make it as difficult as possible for the soldiers to behave. There's one blonde *Fräulein* with braided hair who always walked past two MPs every day on her way to do shopping, swinging her hips from side to side even more noticeably than usual. As she passed she would look slyly at the MPs, tap one hip and utter the word, "Verboten".

The less humorous side of the situation is that the Germans have come to confuse plain friendliness with fraternization. The word rape has become a loosely used part of the German vocabulary. One signal corps soldier was charged with rape for merely climbing into a first-floor window to hang some telephone wires. To protect the soldiers from incidents like these, grim posters warn the soldiers of charges that may be brought against them. But American ingenuity is always present. One enterprising soldier taught his *Fräulein* to speak English with a Dutch accent and palmed her off as a liberated Ally. Soldiers help each other out by passing along news of local conditions. A commonly heard question is, "How's fraternizing down your way?"

To the Army authorities, it is not, as it seemed to a GI wife who recently wrote an indignant letter to her congressman, a question of unfaithfulness. The Army raised no moral howl when GIs fraternized with French girls. That was a matter for individual husbands and wives to straighten out. In Germany fraternization is officially a matter of high policy. But for the GI it is not a case of policy or of politics or of going out with girls who used to go out with the guys who killed your buddies. You don't talk politics when you fraternize. It's more a matter of bicycles and skirts waving in the breeze and a lonesome, combat-weary soldier looking warily around the corner to see if a policeman is in sight.



This unwed German mother succumbed to the Nazis' "patriotic baby" program. The worried U. S. authorities hope that she and others like her do not switch over to lonely U. S. soldiers.

Cool, Inviting Summer Meals

... WITH SOUP AS THE ONE HOT DISH

PERFECT WITH SANDWICHES...

Mothers have long called this vegetable soup "almost a meal in itself". With its fifteen garden vegetables and rich beef stock, it's a nourishing and always welcome soup to have with sandwiches.

Campbell's VEGETABLE SOUP

TO LEND HEARTINESS...

Choose this new main-dish soup. BEEF clear through—from the invigorating beef stock, and egg noodles steeped in the taste of beef, to the generous pieces of lean beef. Recommended with salads.

Campbell's BEEF NOODLE SOUP

TO GIVE ZEST...

You couldn't make a wiser choice than "the soup most folks like best". Its cheery bright-red color and tingling tomato flavor are a standing invitation to summer appetites. Keep it on hand.

Campbell's TOMATO SOUP

LOOK FOR THE RED-AND-WHITE LABEL



Which Swan baby would you adopt?



Careful William

..listened soberly while doctor told his mother Swan's pure as fine castles. Approached first Swan bath with usual caution. Overwhelmed mother with grin of delight!



Breakable Betsy

..has skin like white china. Will be a tearing beauty when she's twenty. But she'll always need gentle handling—by Swan. This angel-mild soap pampers babies and big girls. Try it!



Rugged Joe

..will climb anything any time. You can't fence him in! Takes a fast-lathering, up-and-at-'em soap like Swan to get Joe clean. Which is okay with Joe. Like most men, he's sold on Swan!



Precocious Prue

..can't wait to start housekeeping. Keeps dragging out pots and pans. You can bet dishwashing won't bother Prue! Like most Swan fans, she knows Swan gives fast, creamy suds—so kind to tender skin!



Frivolous Jill

..dresses to the teeth (two of them!). Insists on a fresh bonnet every afternoon. Her mother doesn't go mad. Just launders bonnets, bibs, frills—and Jill—with lovely, pure Swan!



Cagey Herbert

..knows what he wants. Fastened onto a bar of Swan while shopping with his mother. Now Herbert's mother is cagey, too. Uses this grand, pure floating soap for everything—baby, bath, dishes, duds!



Uncle Sam says:
DON'T WASTE SOAP
It's made from vital
war materials.

*Swan is pure
as fine castles*

FREE! A cake of Swan to every baby born in the U.S. in 1945!
Ask your grocer for coupon. (Offer expires Dec. 31, 1945.)



Baby-mild for Everything



EDOUARD HERRIOT SITS AT CITY HALL DESK IN LYONS BENEATH PICTURE OF HIMSELF TAKEN 30 YEARS AGO DURING HIS EARLY YEARS AS MAYOR OF LYONS

HERRIOT HOME

France's great democrat returns
to Lyons from a German prison

Edouard Herriot, for 40 years mayor of Lyons and thrice Premier of France, returned home in triumph from Nazi jail in May. The people of Lyons promptly re-elected him mayor for the 11th time, a tribute to one of world's most persistent democrats.

In 1942 in Vichy, Herriot said, "It is impossible for liberty to die in the country of its birth." Then he returned his Legion of Honor to Vichy, setting an example for thousands. Vichy arrested him, then let the Nazis have him. Over and over the Nazis an-

nounced in headlines, "HERRIOT DEAD," varying it with the story that he was insane. But on April 25 the Russians captured his jail, west of Berlin, found Herriot alive and altogether sane. Fearful of being killed by accident, he threw up his hands and cried, "*Moi Francezski, moi Francezski.*"

At 73, still fit for politics, Herriot was preparing to take part in the national elections next fall. Meanwhile he rose far above current French politics to thank Britain and the U.S. for having saved France.

ENJOY ITS
FRESH FRUIT FLAVOR!

DRINK
Orange-Crush
T. M. REG. U. S. PAT. OFF.
CARBONATED BEVERAGE



Herriot CONTINUED



Album of German destruction around Lyons, including demolition of 32 of Lyons' 34 bridges, is studied by Herriot at desk in City Hall. He muttered, "Dirty Boches."

HERRIOT LOVES FRANCE AND THE U.S.

LIFE's day with Herriot took him to the Lyons City Hall (above), to an agricultural school he had founded (below) and to his mountain chateau (p. 32). He showed proudly a faded signature of George Washington. He ate a huge midday meal of white bread, country butter, homemade sausage, eggs Mornay, sautéed veal, peas, corn fritters, buttered asparagus, *fromage blanc*, black cherries and coffee. He deserved it. He had lost much weight in captivity. Herriot told of weeping when the news reached him in Germany that Roosevelt had died. He asked LIFE's reporters whether the U. S. would help France and from them learned for the first time that the U. S. had armed the French First Army and lent France Liberty ships.



Bouquet of roses is presented by the boys of Cibeins School, which Herriot founded in 1918, at the end of another war. Beyond him are his niece and widowed sister.

CONTINUED ON PAGE 32



"...and you didn't tell me you had gum either!"

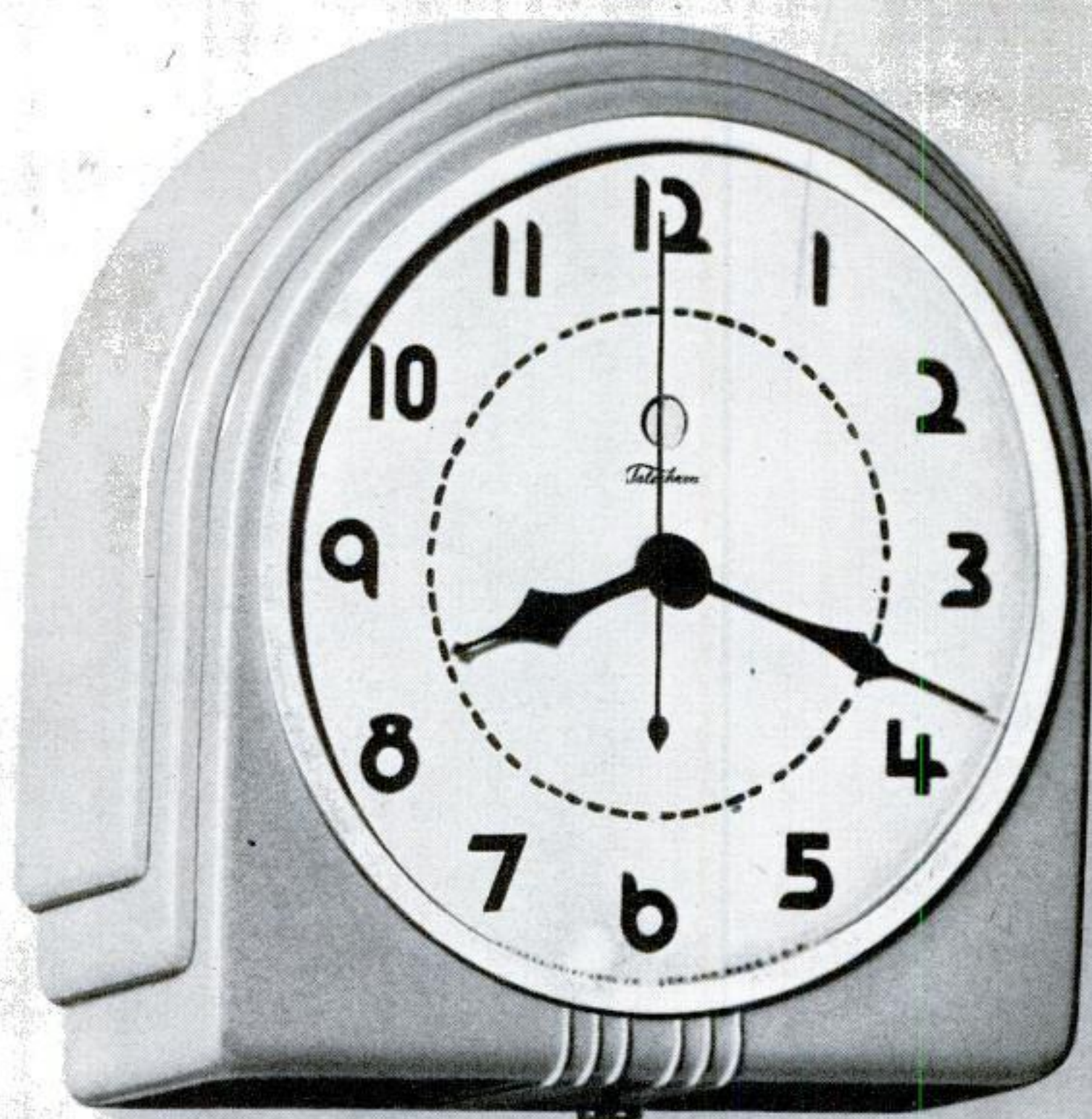


for finer flavor
FLEER'S

SOMETIMES SCARCE
ALWAYS ENJOYABLE



FRANK H. FLEER CORP. • ESTABLISHED 1885



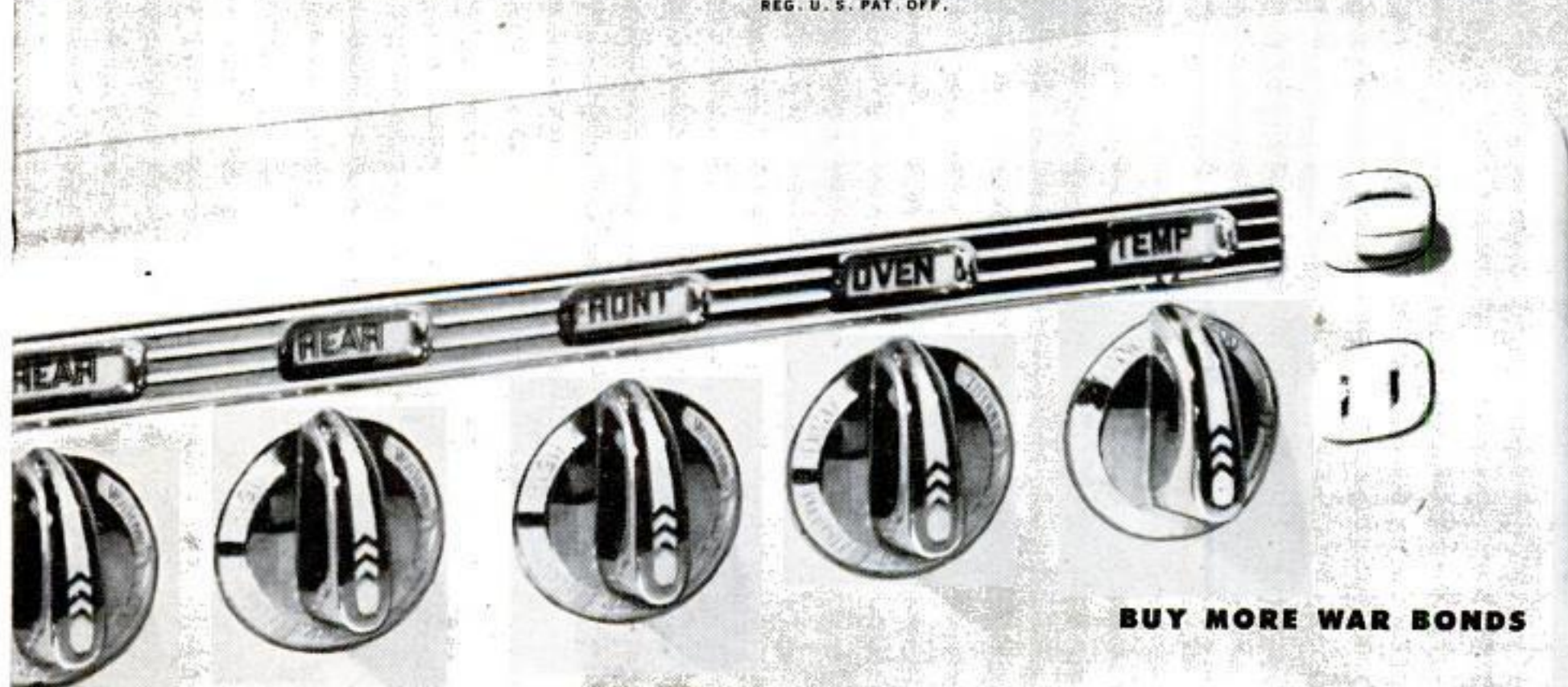
What's cookin' in electric clocks?

Just to give you an idea of what's on the way . . . here's "Buffet," a handsome Telechron electric clock that'll help you keep your kitchen work on schedule. It will soon be coming off the Telechron production line . . . with its cheery plastic case in a variety of kitchen-right colors, its easy-to-read dial, and its self-starting Telechron motor. It will be a clock you can set and forget . . . and you can depend on it for long and accurate life. Surprisingly inexpensive, too. There'll be other trustworthy Telechron electric clocks, as well, smartly styled models for every room in the house . . . as we turn gradually from vital war work to civilian production. In the meantime, your Telechron dealer will have a few Telechron electric alarm clocks to fill essential needs.

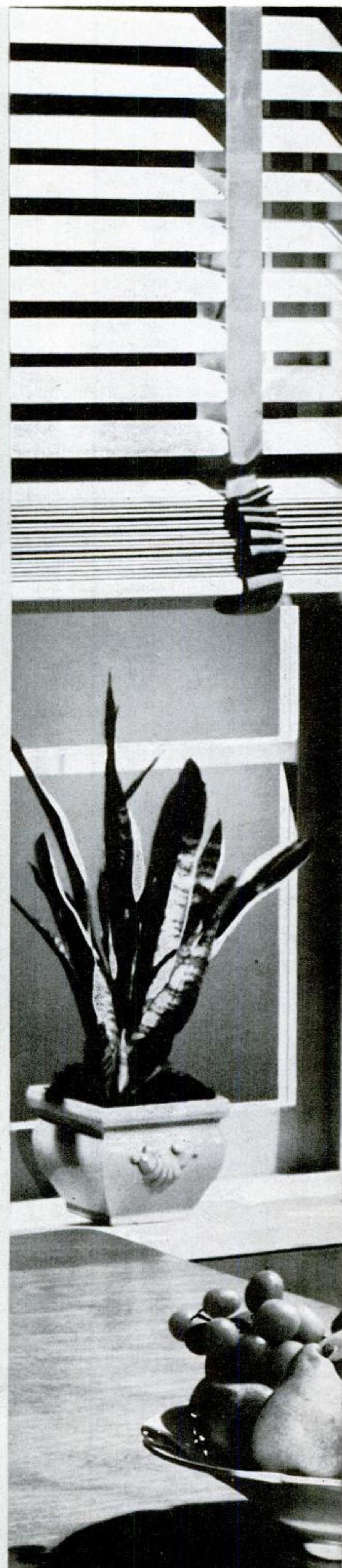
Telechron

REG. U. S. PAT. OFF.

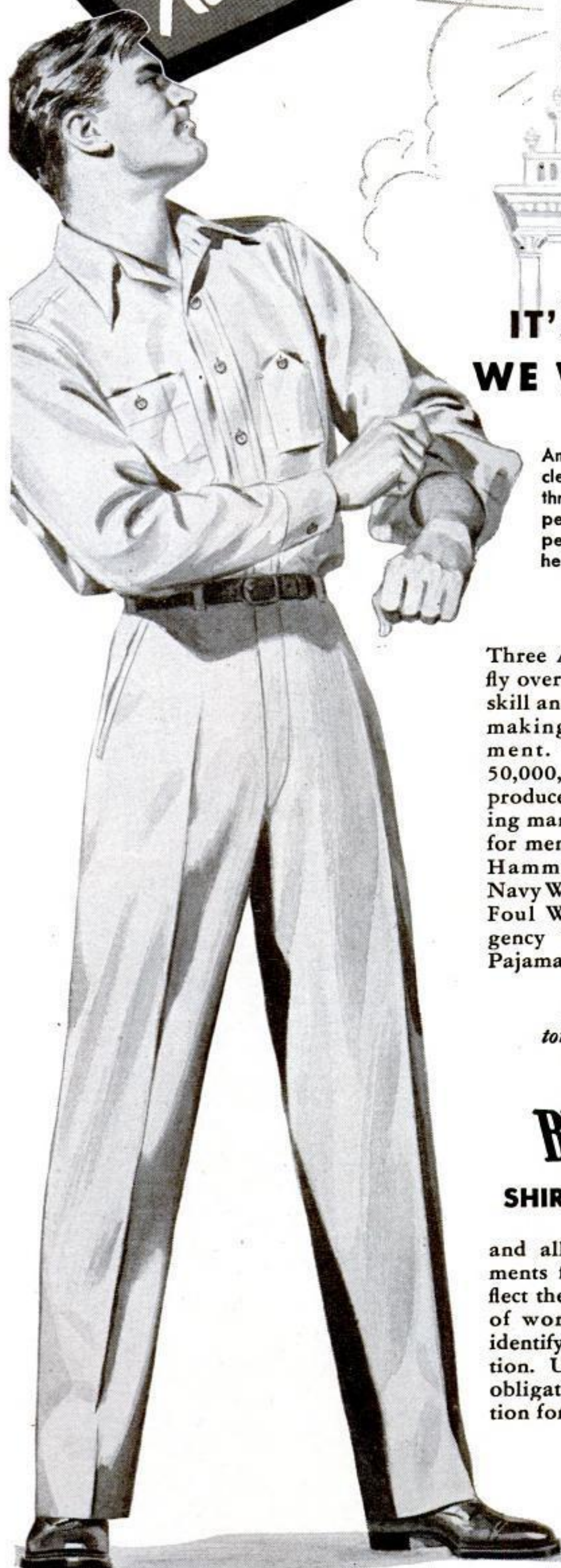
WARREN TELECHRON COMPANY
ASHLAND • MASSACHUSETTS



BUY MORE WAR BONDS



Rely on
Reliance



IT'S LIBERTY WE WORK FOR!

America's production miracle rang the bell of freedom throughout Europe. Now a peace-loving America depends on her workers to help down the Japs.

Three Army-Navy "E" Flags fly over Reliance factories for skill and craftsmanship in the making of essential equipment. To date more than 50,000,000 articles have been produced by Reliance, including many types of Parachutes for men and matériel, Jungle Hammocks, Field Jackets, Navy Whites, Ponchos, Shirts, Foul Weather Suits, Emergency Vests, Flak Helmets, Pajamas and Underwear.

And when
total victory is won,

RELiance

BIG YANK

SHIRTS AND PANTS

and all other Reliance garments for peacetime will reflect the same high standards of workmanship that now identify its wartime operation. Until then our Military obligations limit our production for civilians.

RELiance MANUFACTURING COMPANY
212 W. Monroe St., Chicago 6, Ill.
New York Offices:
200 Fifth Ave., 1350 Broadway

MAKERS OF Big Yank Work Clothing • Yank Jr. Boys' Wear • Ensenada Shirts and Slacks • Kay Whitney and Happy Home Frocks • Universal Shirts and Pajamas • No-Tare Shorts Aywon 'hirts • Yankshire Jackets Parachutes for Men and Matériel.



Herriot CONTINUED



At his 13th Century chateau, Brotel, Herriot and niece stand at top of 500-foot cliff. While he stood here, village children at bottom of cliff sang *Marseillaise* for him.



His dog Fouquet, which he had not seen since the police came for him in 1942, gets a bone he had brought from Lyons. On the table is a bottle of Triple Sec Cointreau.

DEFEND THE CONSTITUTION



You said it!
L.S./M.F.T.



Copyright 1942, The American Tobacco Company

Our future is in his hands

That's right, youngster—reach for it! Whatever it may be, to you it's something new and brightly shining—and so worth looking into.

And that's the spirit this old world needs—today, tomorrow and always.

* * *

Reaching out for new things is an old American habit. It's a good thing we still have it.

For looking beyond the war clouds, we know we will want more and better things than we have ever had before.

We will want more jobs than we've ever known. We will want good wages for those ready to earn them. We will want living standards higher than any we have enjoyed in the past.

And General Motors men are convinced, by their own experience, that the way to attain them is to reach for them and work for them.

Not many years ago, for example, the science of food protection was in its infancy. General Motors men reached for new and better ways to improve domestic refrigeration—to bring it within the means

of the average family, to make it conserve health and lighten work.

It took consistent effort and long-pull planning to produce the kind of household refrigeration we now know. But those trim, efficient machines in America's kitchens revolutionized housework, and brought down the cost of food protection.

And General Motors men—busy now at meeting the needs of war—see great progress yet to be made in peacetime in household refrigeration and in the field of home freezers, and the protection of frozen foods in quantity.

So we find that today, as always, many future benefits rest in the hands of those who reach for the bright and shining promise, as this youngster is.

And as long as each generation is free to go forward with confidence in its future, the march toward “more and better things for more people” will continue steadily and without halt. That has always been General Motors' goal.

GENERAL MOTORS

“VICTORY IS OUR BUSINESS”

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC
BODY BY FISHER • FRIGIDAIRE • GMC TRUCK AND COACH
GM DIESEL

Every Sunday Afternoon
GENERAL MOTORS SYMPHONY OF THE AIR
NBC Network

Buy Bigger Bonds for the

Big 7th

War Loan Drive



RUSSIA'S OWN CHURCH ELECTS A PATRIARCH

With Soviet permission, archbishops meet again

The Soviet government last week released, in the U. S., official pictures of a scene that must have made Lenin spin in his glass case on Red Square: the election and coronation Feb. 4 in Moscow of a new patriarch, the 13th, of the czars' own Holy Orthodox Eastern Catholic and Apostolic Church, the so-called Russian Orthodox Church. A Communist official, who really governs the Church, gave Patriarch Alexei his blessing. Soviet cameramen made a half-hour movie of this, the first Church Sobor (Congress) since that of 1917-18, during the Bolshevik Revolution.

For 18 years the Church had been extirpated by the Soviets. But the census of 1937 showed that the Russians were still pious. In the anguish of war the Russian people turned in earnest to God. Primarily because the clergy were now volubly loyal to the regime, secondarily to gain moral prestige with the democracies, the Soviet relegalized the Church in 1943. There are now 16,000 churches in the U. S. S. R. as against 54,000 under the czar. The government is returning church bells and reopening old churches. Twice Patriarch Alexei, who is now reading the English Bible, has been received by Stalin, whom Alexei calls a "genius."

The re-established Church, politically powerless within Russia, may further Soviet aims outside Russia. Its value to Stalin is indicated by the fact that last week the new patriarch was on a round of visits to the patriarchs of Antioch, Jerusalem and Alexandria in the explosive Middle East. And the Moscow Patriarchate has offered forgiveness to the North American Church, which broke off in 1934, if it will promise to "abstain from political activities against the U. S. S. R." Moscow's delegate to North America is not recognized by 368 of the 381 churches in North America. The American hierarchy has so far refused Moscow's offer.



New Patriarch of Moscow and All the Russias is Alexei, 67, formerly Metropolitan of Leningrad. Born a nobleman, Sergei Simansky, he attended a Moscow nobleman's school, became a bishop in 1913.



Eleven archbishops of the 41 in the Church sing the Greek chant, "He Is Worthy." The seven whose faces are visible

here represent Antiochia and All the Orient, Alexandria, Moscow and All the Russias, All Georgia, Jerusalem, Tyre

and Sidon and, finally, North America and the Aleutians. The first four are patriarchs but Alexei is head of the Church.



When the cool woods call...



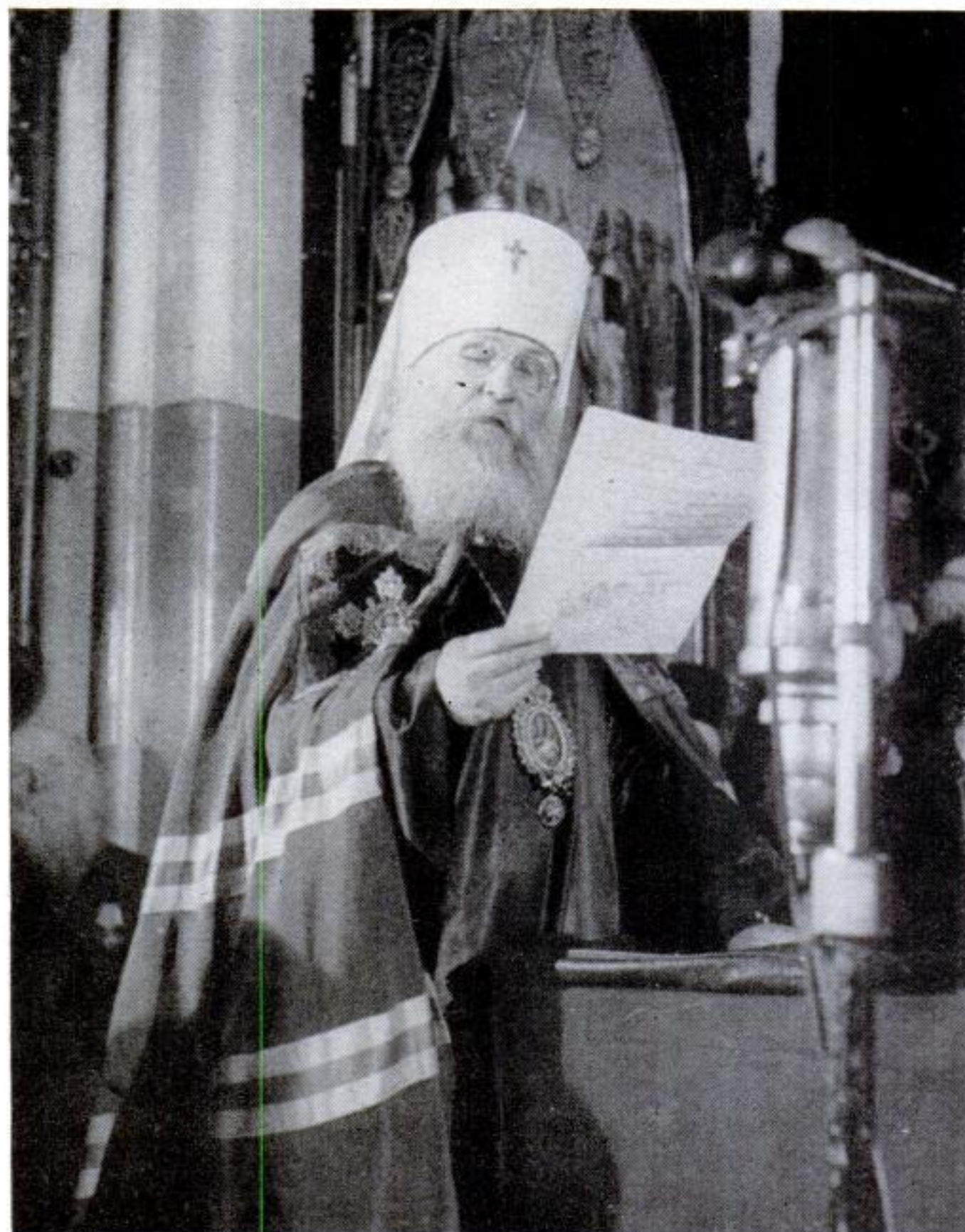
but you're cooped-up at home...

There's
Quick Comfort
in a glass of
ICED TENDER LEAF TEA

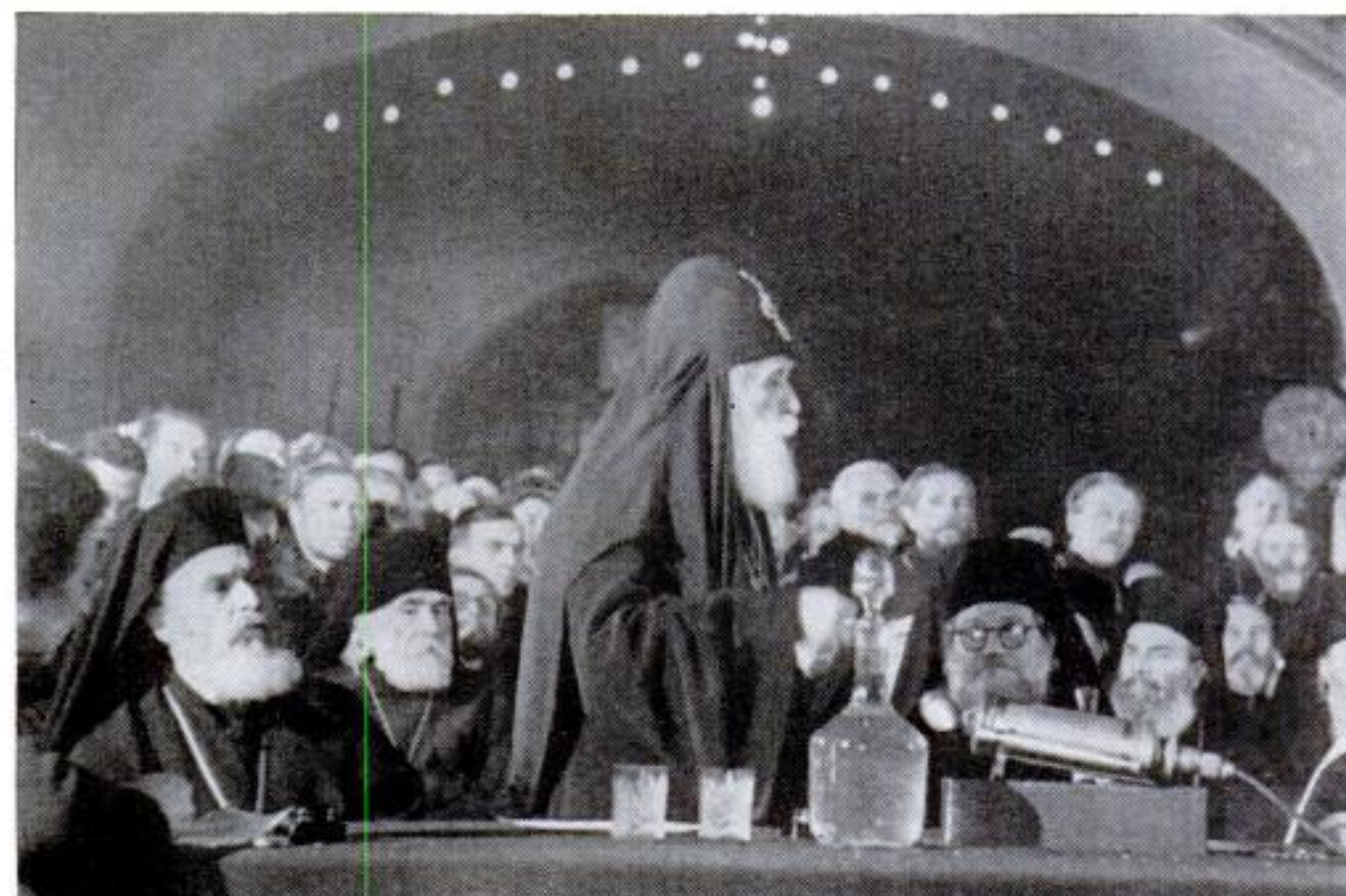
Here's blessed coolness... here's a lift for sagging spirits—here's flavor so rich and robust it comes right through the ice! Ask for Tender Leaf Brand Tea... in packages and tea balls.



New Russian Patriarch CONTINUED



Metropolitan Benjamin of North America and the Aleutians nominates Alexei. (In Russian geography Aleutians, which belonged to Russia until 1867, are not counted as part of North America.) Benjamin is not recognized by most American Orthodox.



Catholic Patriarch of All Georgia, Most Holy and Beatific Kalistrat, rules area where Stalin once went to theological seminary. The Sobor was thoroughly equipped with loudspeaker system. Scene is crypt of the Church of the Resurrection in Moscow.



Patriarch Incumbent of Serbia headed the delegation from Yugoslavia since Germans held actual patriarch. Russians traditionally prefer Orthodox Catholic Serbs to Roman Catholic Croats, made a fuss over Joseph to honor imprisoned patriarch.

CONTINUED ON PAGE 38



*Gun shy...
Girl shy...
Great guy...*

.....He dares to
shoot it out with
the toughest killer
in the west

Norman Rockwell



International Pictures presents

GARY COOPER • LORETTA YOUNG

in Nunnally Johnson's

"Along Came Jones"

with

WILLIAM DEMAREST • DAN DURYEA • Frank Sully

Produced by Gary Cooper

A Cinema Artists Corp. Production • Directed by STUART HEISLER
Screen Play by Nunnally Johnson • Novel by Alan LeMay
An International Picture • Released by RKO Radio Pictures, Inc.

GOOD ENTERTAINMENT



INTERNATIONAL!

'Teen-age' girls glamour-bathe *your* hair like gorgeous Powers Models



Miss Athalia Ponselle, another divinely beautiful Powers Girl, who has discovered the remarkable beautifying action of Kreml Shampoo

Leaves Hair 'Spanking-Clean' Silken-Soft, Bright and Glossy for Days!

Here's a beauty tip from some of the world's most gorgeous girls—those 'million dollar' Powers Models—many of whom are still 'teen-age' lassies themselves.

Powers girls—noted for their enchantingly lovely hair—are advised to use *only* Kreml Shampoo to wash it and here's why:

1. Kreml Shampoo washes hair and scalp clean of dirt and loose dandruff.
2. It actually 'unlocks' the natural sparkling beauty and highlights that lie concealed in *your* and *every girl's* hair.
3. Leaves hair shining bright for days.
4. Positively contains no harsh drying chemicals.
5. Instead, its beneficial oil base helps keep hair from becoming dry.
6. Kreml Shampoo never leaves any excess dull soapy film. It rinses out like a charm and helps keep your hair looking its ravishingly beautiful best for days.

Buy Large FAMILY SIZE. All drug, dept. and 10¢ stores

Kreml SHAMPOO

FOR SILKEN-SHEEN HAIR—EASIER TO ARRANGE
MADE BY THE MAKERS OF THE FAMOUS KREML HAIR TONIC



What Powers Models say about Kreml Shampoo



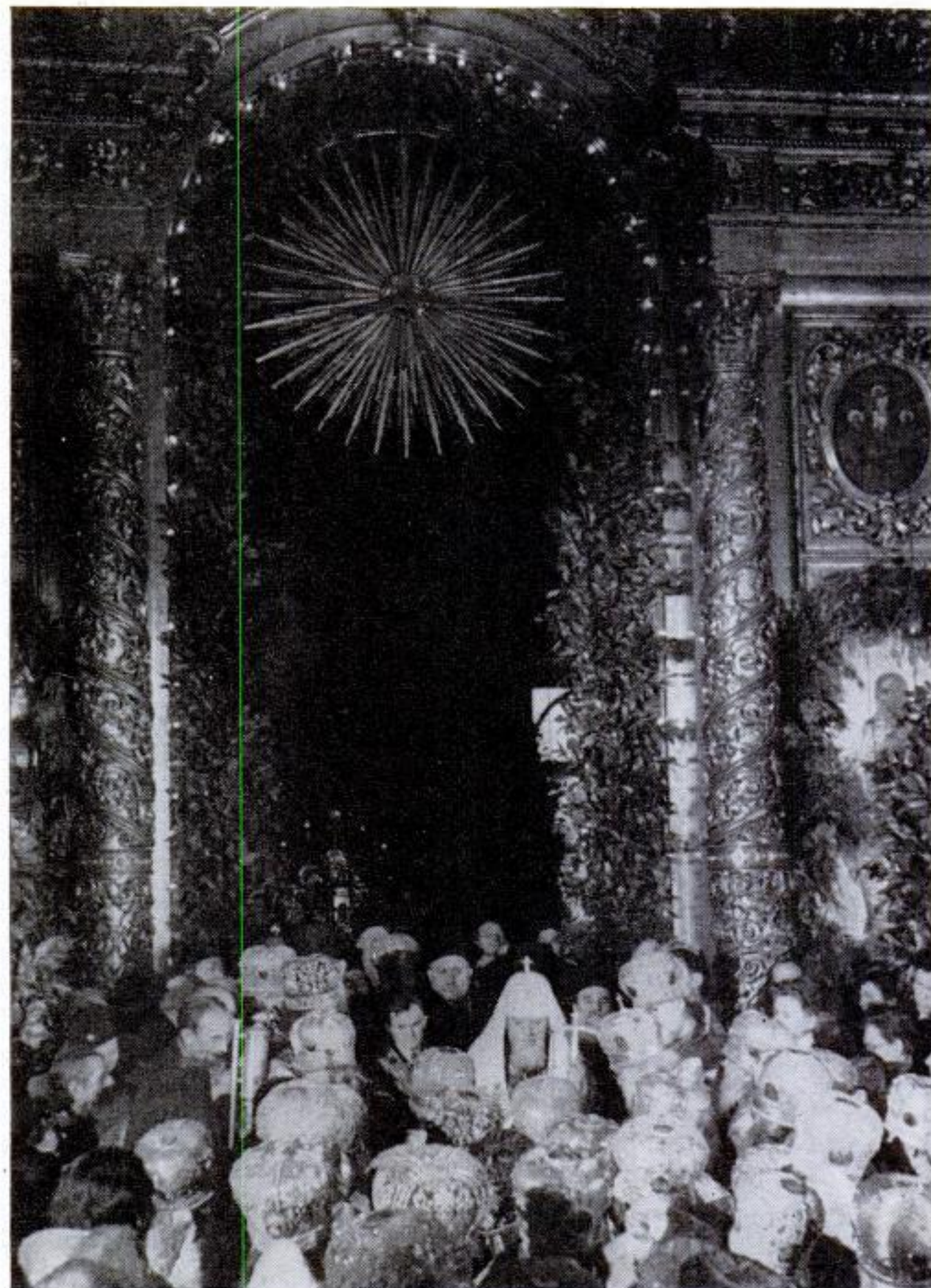
JOHN ROBERT POWERS (one of America's foremost beauty authorities) advises his models to use *only* Kreml Shampoo. And here's what some of these lovely beauties say about it:

DORIS ANNE MOORE: "Kreml Shampoo brings out the natural highlights in my hair. As it's necessary for me to re-arrange my hair style several times each day—my shampoo must not dry out the hair. It's *always* Kreml Shampoo for me!"

RUTH STUART, another enchantress, says: "Kreml Shampoo gives my hair a natural sheen that lasts for days. It certainly makes my hair look and feel like a million."

SHIRLEY POIRIER: "Kreml Shampoo makes my hair feel silky as a baby's. It brings out all the natural lustre."

New Russian Patriarch CONTINUED



During enthronement of the new patriarch, a crowd of jeweled miters rings him in. Overhead is Dove of the Holy Ghost in Epiphany Patriarchic Cathedral. Observers noted that some young Soviet bishops were ignorant of liturgy but took copious notes.



Carriage of Peter the Great, who was hated by the Church, is inspected by Orthodox bishops. Peter abolished the Patriarchate, which was not revived until 1917. He substituted a Holy Synod, on grounds a patriarch might seem greater than the czar.



Real boss of Church is an atheist, Communist Georgi Karpoff, chairman of State Council of Church Affairs. He calls the last patriarch "Granddad," indicates genuine desire to make the Church important. He officially suggested Alexei as patriarch.

"RC tastes best!"

says LINDA DARNELL

Star of "FALLEN ANGEL"

A 20th Century-Fox Picture



Take a peek at this, folks!

1 THE TASTE-TEST SHOWED LINDA that Royal Crown Cola tastes best. Try it yourself. Say "R C for me!" That's the quick way to get a frosty bottle of Royal Crown Cola—the cola that's best by taste-test!

2 "HERE'S ONE KEY," says LINDA "that will open the way to final victory. This key to victory means buying Bonds, and lots of them. Let's all back the 7th War Loan by buying more and more U.S. War Bonds!"

3 RC is the quick way to say...

ROYAL CROWN COLA

Best by taste-test



Linda Darnell



Doctors, too, are dying in this war

OUR MEDICAL CORPS is saving 97 out of every 100 fighting men wounded. But that proud record is exacting an inevitable price from the Corps' own men.

Doctors, many doctors on many fronts, are dying in order to maintain that record. More are being lost to the service because of wounds and other physical disabilities. And they must be replaced—at once—so that our fighters may continue to be saved and kept fighting.

No wonder there is a shortage of doctors here at home. And there are other good reasons why this shortage will last—long after the peace has been signed.

Getting our troops back after the war will be a hard, long job. Their medical care must be maintained. So their doctors will be among the very last to be released. And many doctors will stay abroad to fight epidemics so they won't spread to our shores.

So . . . help your doctor save his time. The very best way to save your doctor's time is to make use of his services the minute trouble arises. Never

indulge in self-diagnosis. See your doctor early, in time for him to head off more serious trouble. And help him further by doing these three things:

GO TO HIM—whenever you are able. House visits take time when someone else may need him urgently.

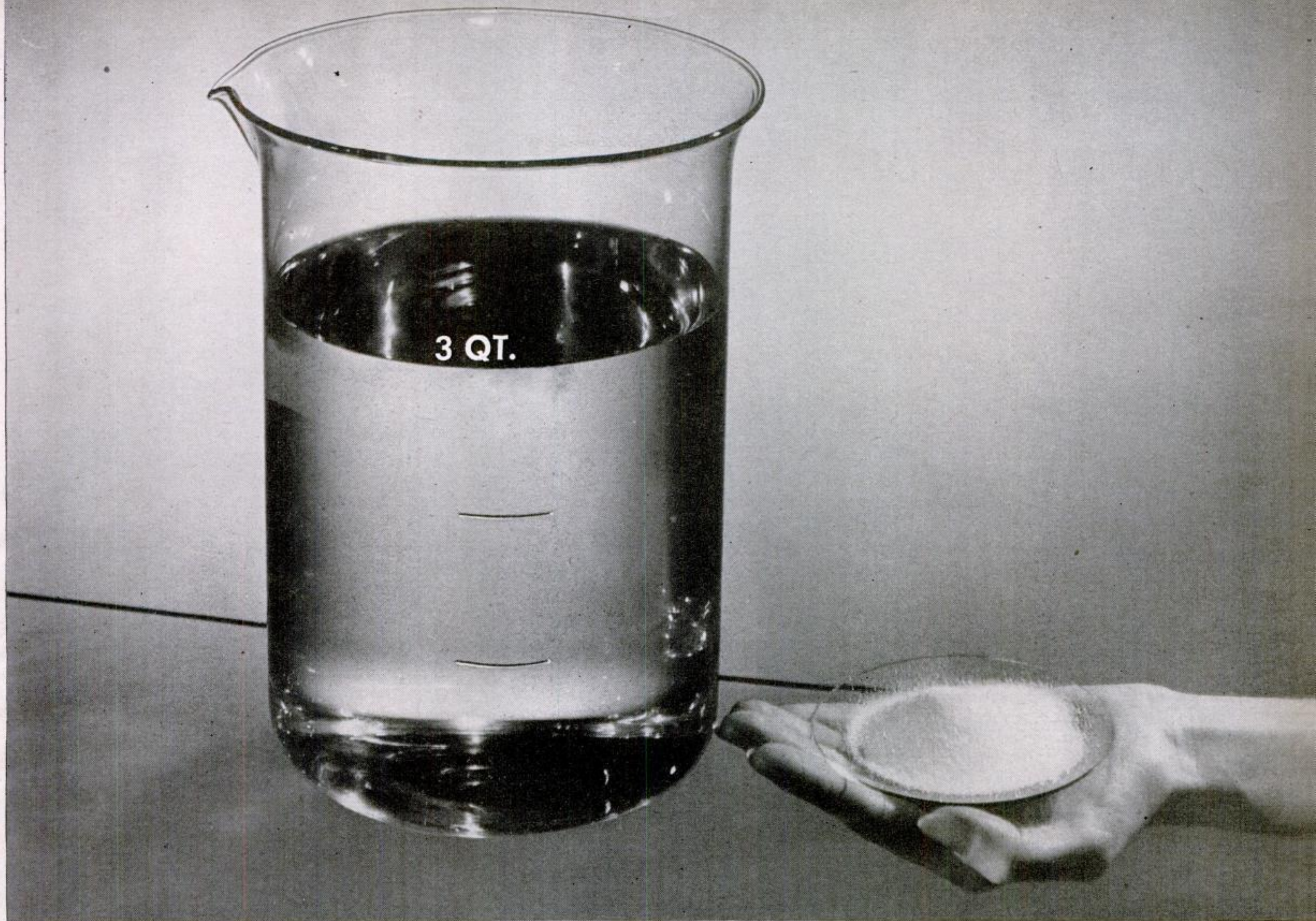
KEEP YOUR APPOINTMENT promptly; make it at his convenience so that he can plan his crowded hours better.

FOLLOW HIS ADVICE TO THE LETTER—so that your trouble doesn't drag on, get complicated, or need extra attention.

ONE OF A SERIES of messages published as a public service by Wyeth Incorporated, Philadelphia...relied upon by your physician and druggist for pharmaceuticals, nutritional products, and biologicals—including penicillin and blood plasma.



HELP YOUR DOCTOR SAVE HIS TIME!



AT LEAST 3 QUARTS OF WATER AND 1¼ OUNCES OF SALT ARE LOST BY AVERAGE-SIZED MAN ON A HOT DAY. WATER AND SALT SHOULD BE REPLACED PROMPTLY

HOW TO KEEP COOL

Proper clothes and lots of water
bolster body's summer efficiency

The human body is essentially an air-cooled engine with a sensitive and efficient cooling system. The best way to keep cool in hot weather is to help the cooling system operate unimpeded. Key part of the cooling mechanism is the skin. When air temperature goes up, the skin's pores open, cutting down the skin's insulating effect. Blood flows in large quantities close to the body's surface, gives off heat more easily with this insulating effect reduced. Most important of all, perspiration pours out, evaporates on the skin and in evaporating cools the skin and body.

To keep cool, therefore, people should 1) wear loose porous clothing which allows air to circulate over the skin (*see following pages*) and 2) drink plenty of water to replace that lost (*see top*). Iced drinks help psychologically more than physiologically in keeping people cool (*see below*). Excessive cold drinks are apt to cause severe stomach cramps. Summer diet should be much the same as at any other time of year. Main thing to watch in hot weather is loss of appetite which reduces energy. To stimulate the appetite, food should look cool, like that shown on page 44.



Effect of iced drinks is shown by pictures of a man's forearm. Above left: capillaries are full of blood being cooled by the evaporation of perspiration on the skin. Right: capillaries

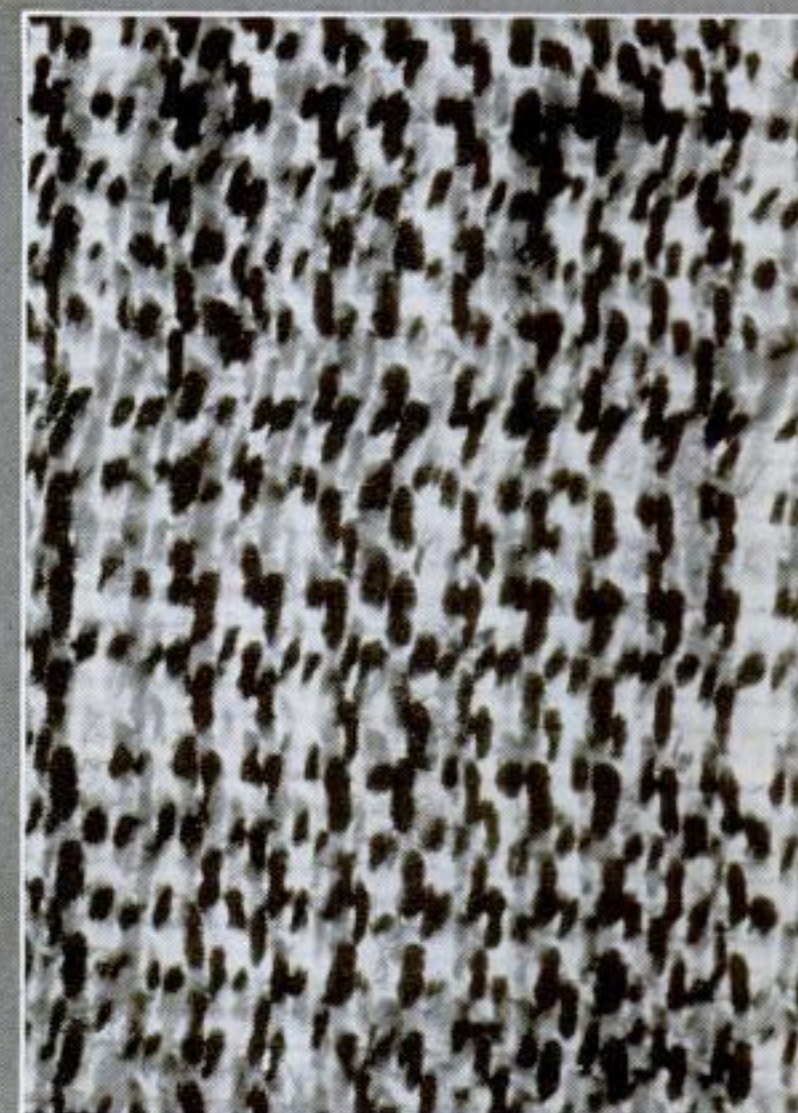
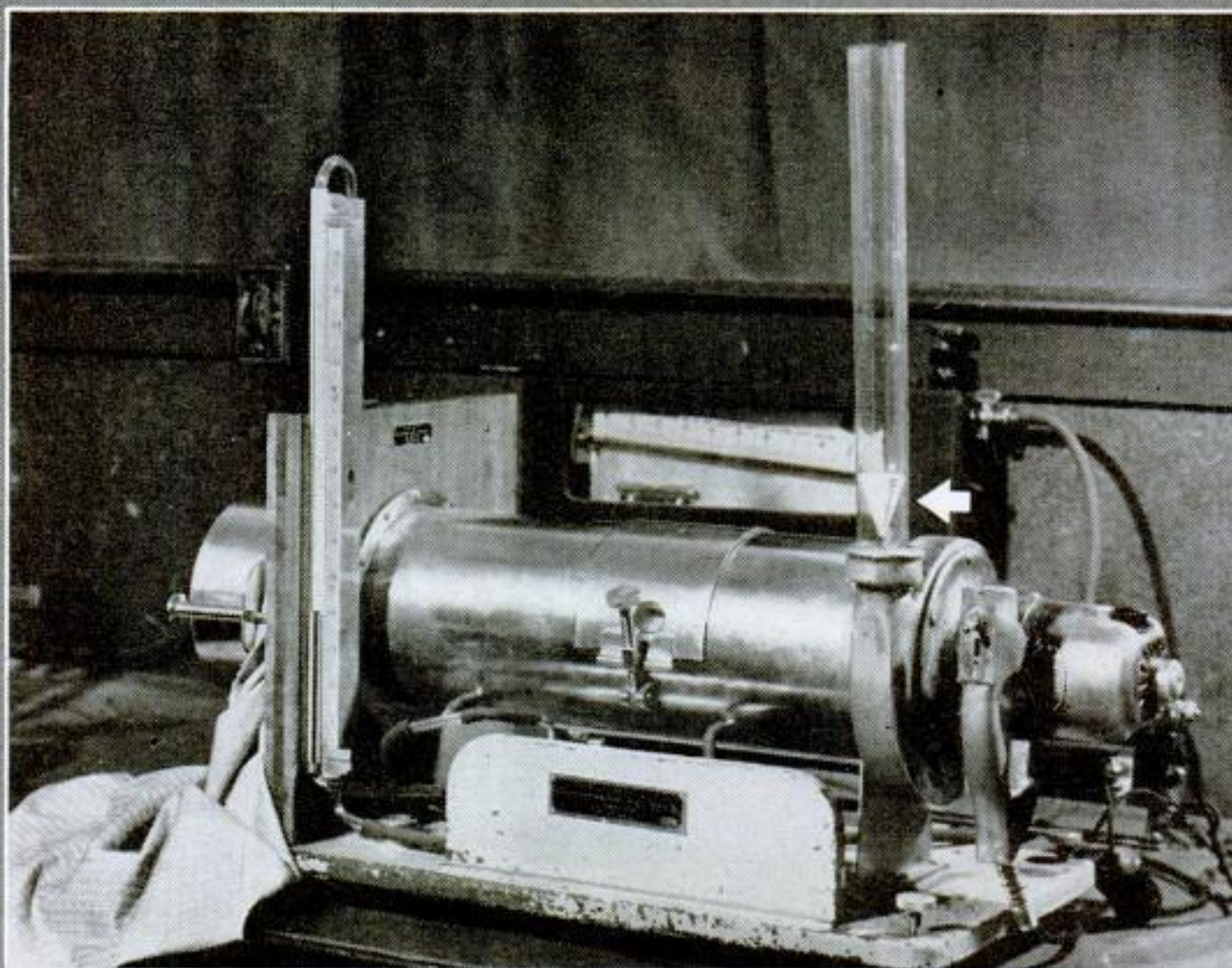
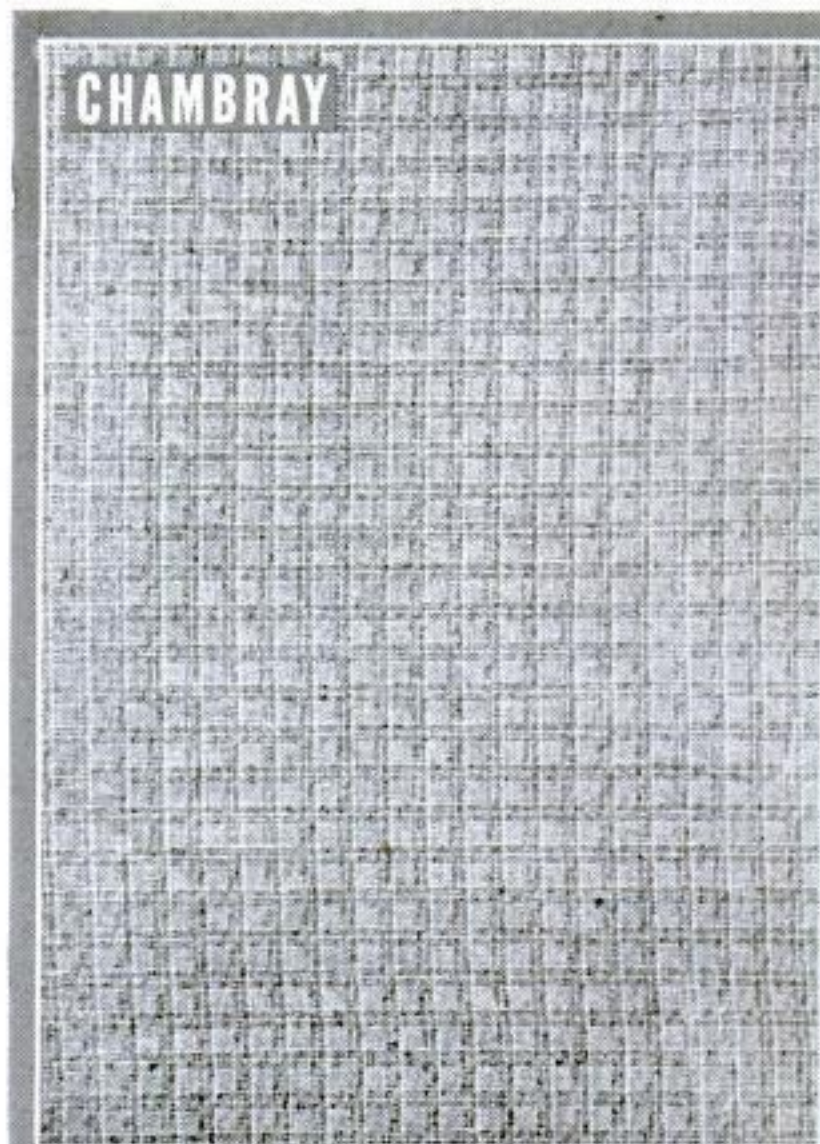
are almost invisible after man has drunk ice water. Blood has rushed to stomach where cooling is less efficient than at skin surface. Drinking ice-cold liquids is poor way to keep cool.

POROSITY MACHINE TESTS SIX FABRICS FOR COOLNESS

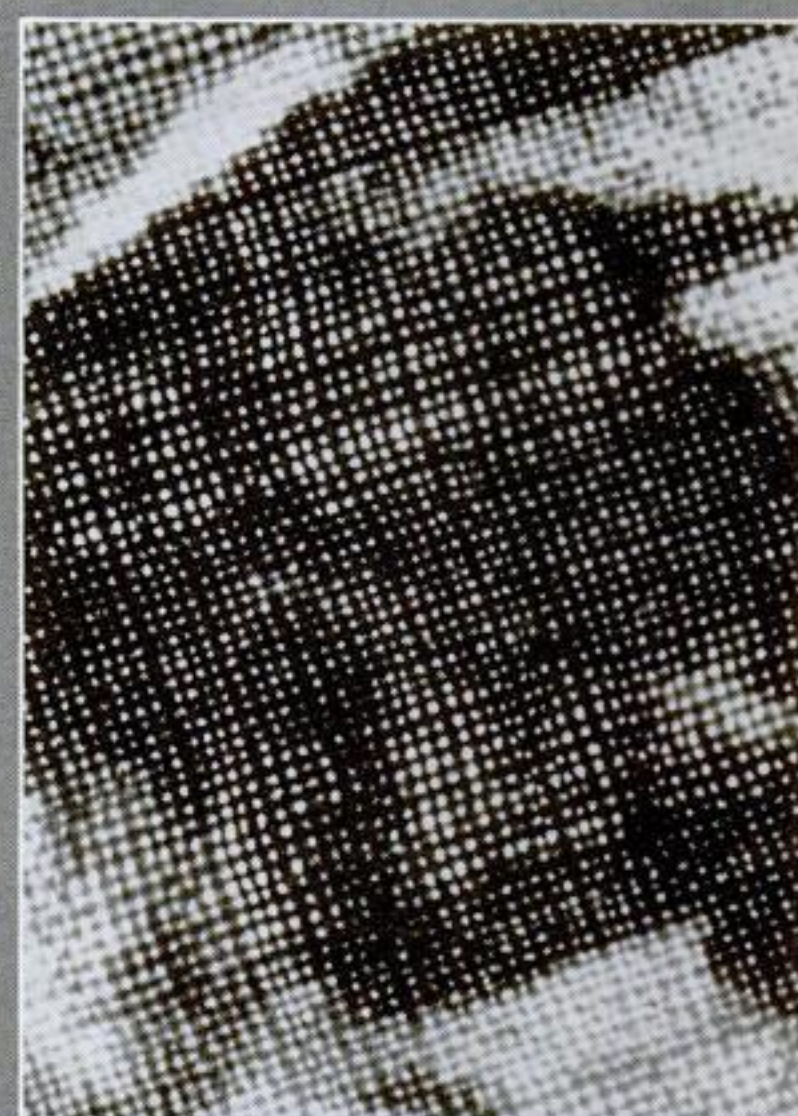
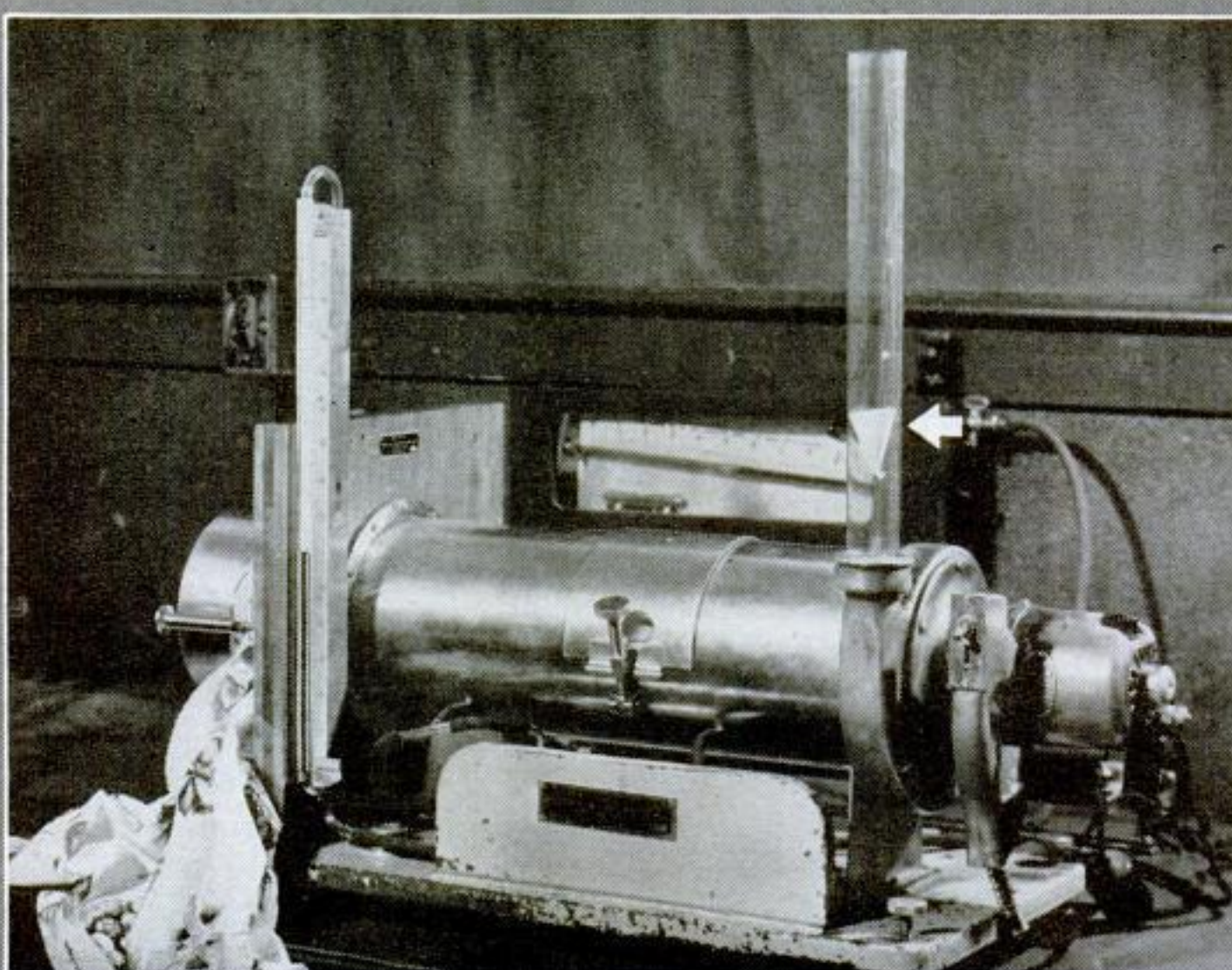
The best way to dress in summer is not to dress at all, *i.e.*, to go naked. Next best thing is to wear loosely cut clothes of porous, smooth-finished fabrics.

The six panels below show tests by the U. S. Testing Co., Inc. of Hoboken, N. J., to see how porous six com-

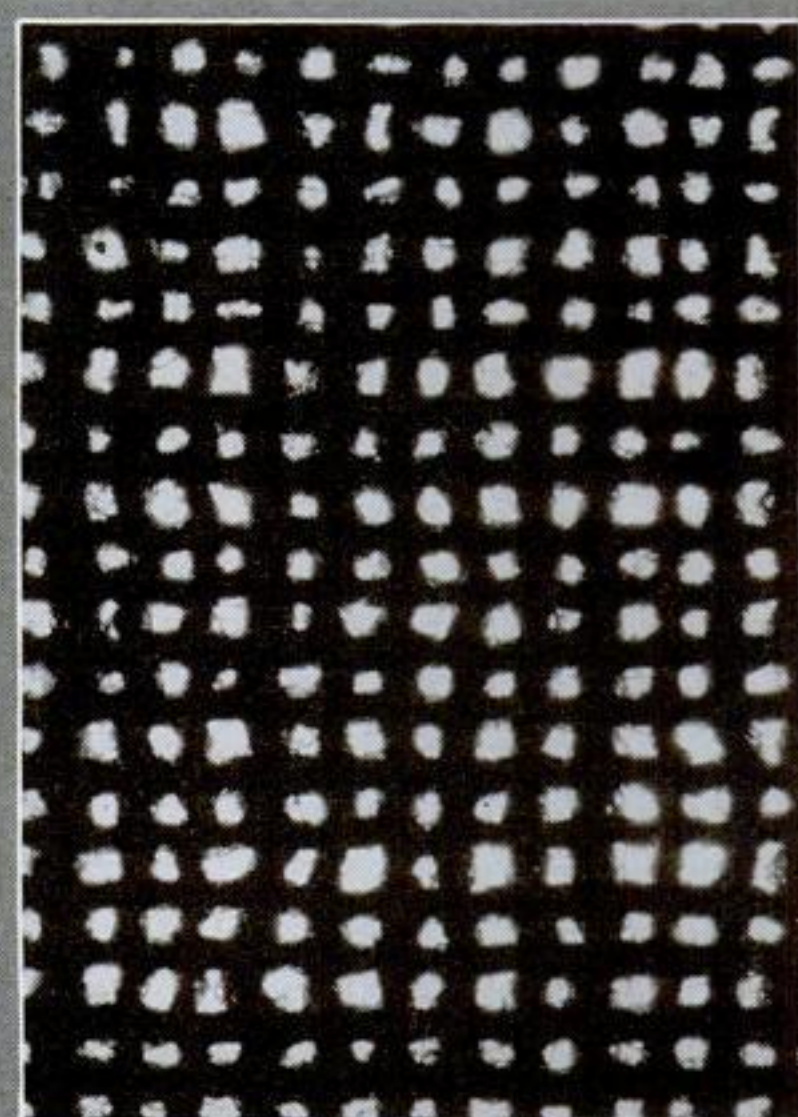
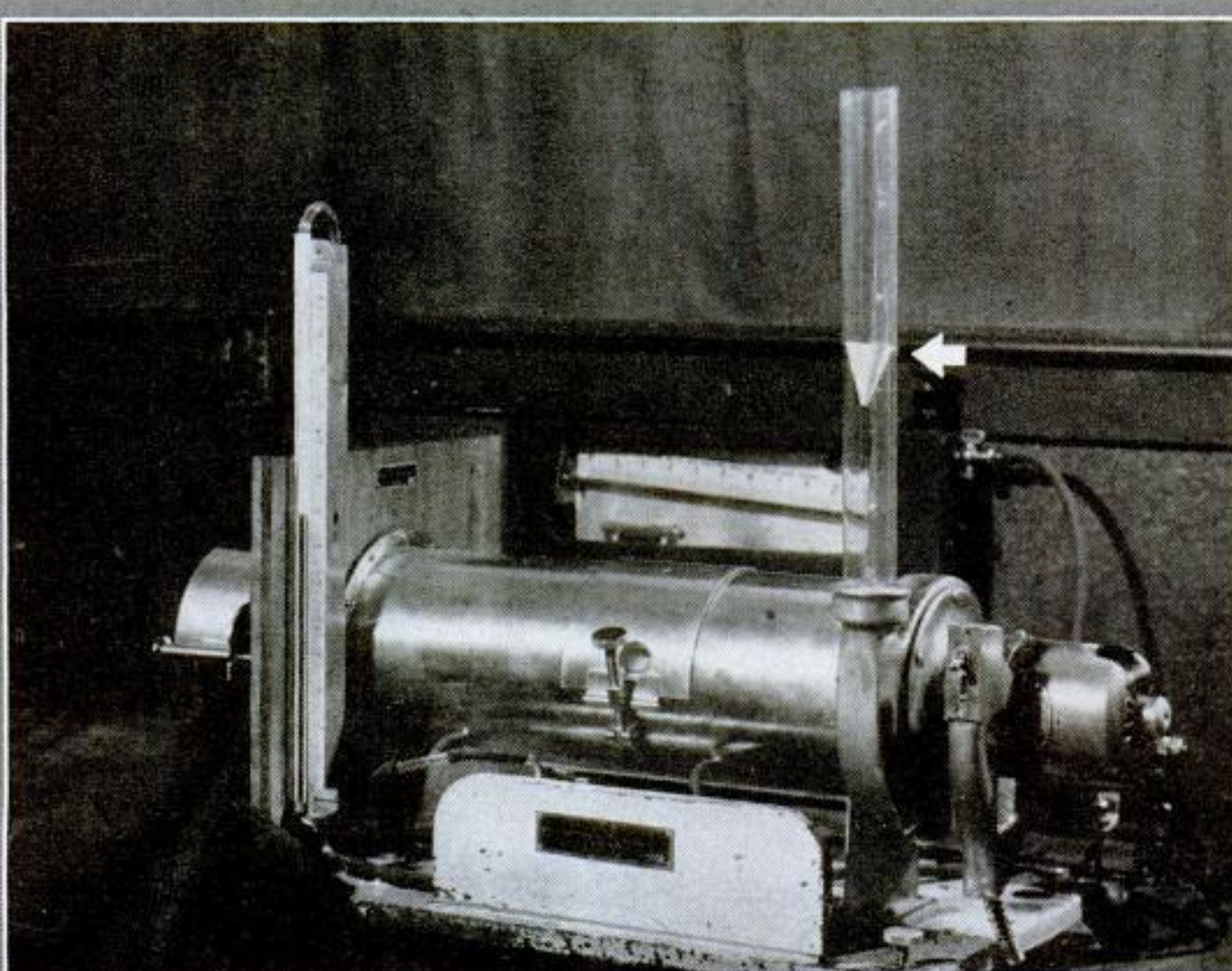
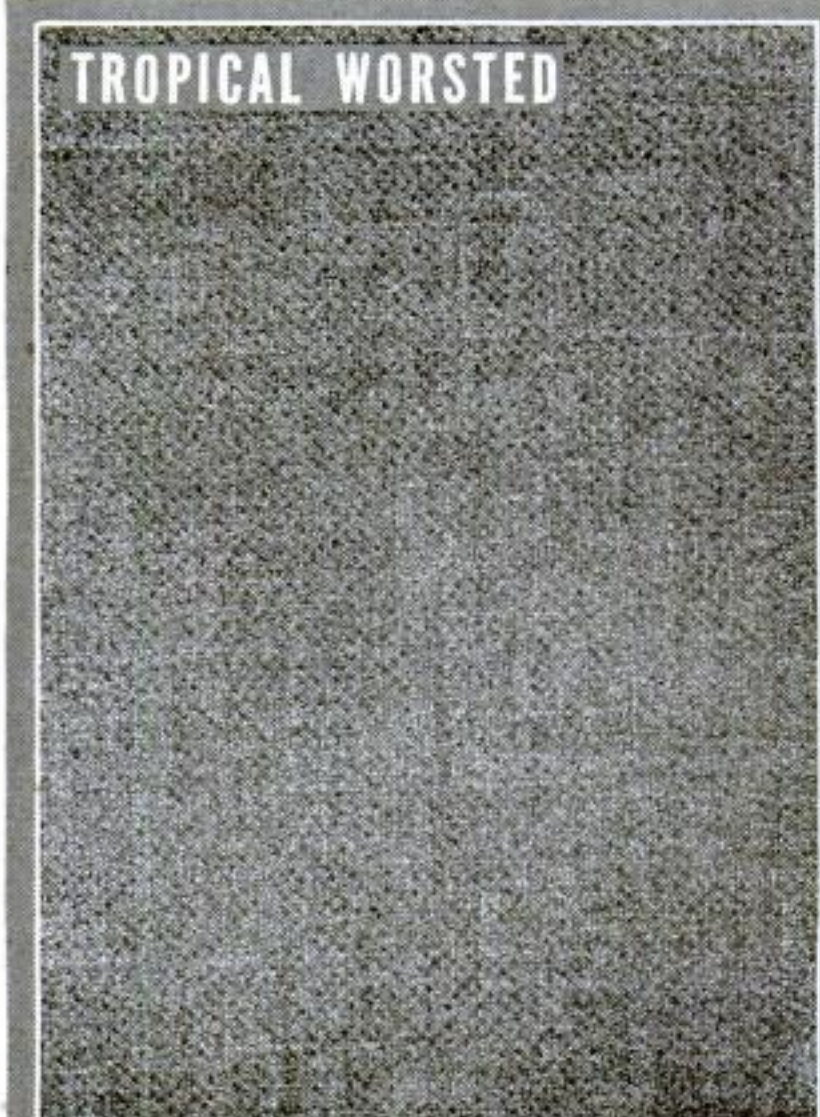
mon dress materials are. At the left side of each panel is a normal-scale photograph of the cloth tested. At the right is a piece of the same cloth magnified 30 times. In the center of each panel is the test. Cloth which is to be tested is clamped inside this machine and air is



CHAMBRAY (CLOSE-UP, LEFT, MICROPHOTOGRAPH AT RIGHT) IS CLOSELY WOVEN AND TRANSMITS JUST ENOUGH AIR TO RATTLE CONE IN BOTTOM OF TUBE (ARROW)



THIN SEERSUCKER TRANSMITS ONLY 80 CUBIC FEET OF AIR PER MINUTE. THE WEAVE AND FINISH OF A CLOTH, NOT THE KIND OF FIBER, DETERMINE ITS COOLNESS



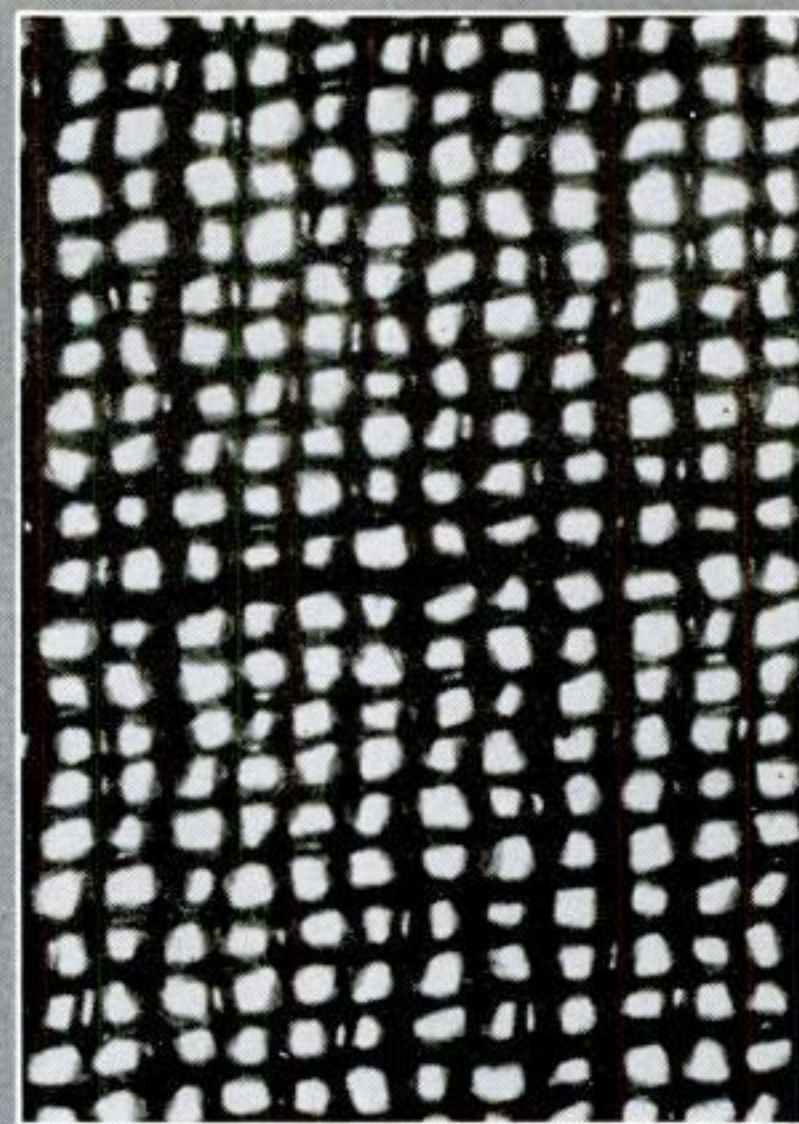
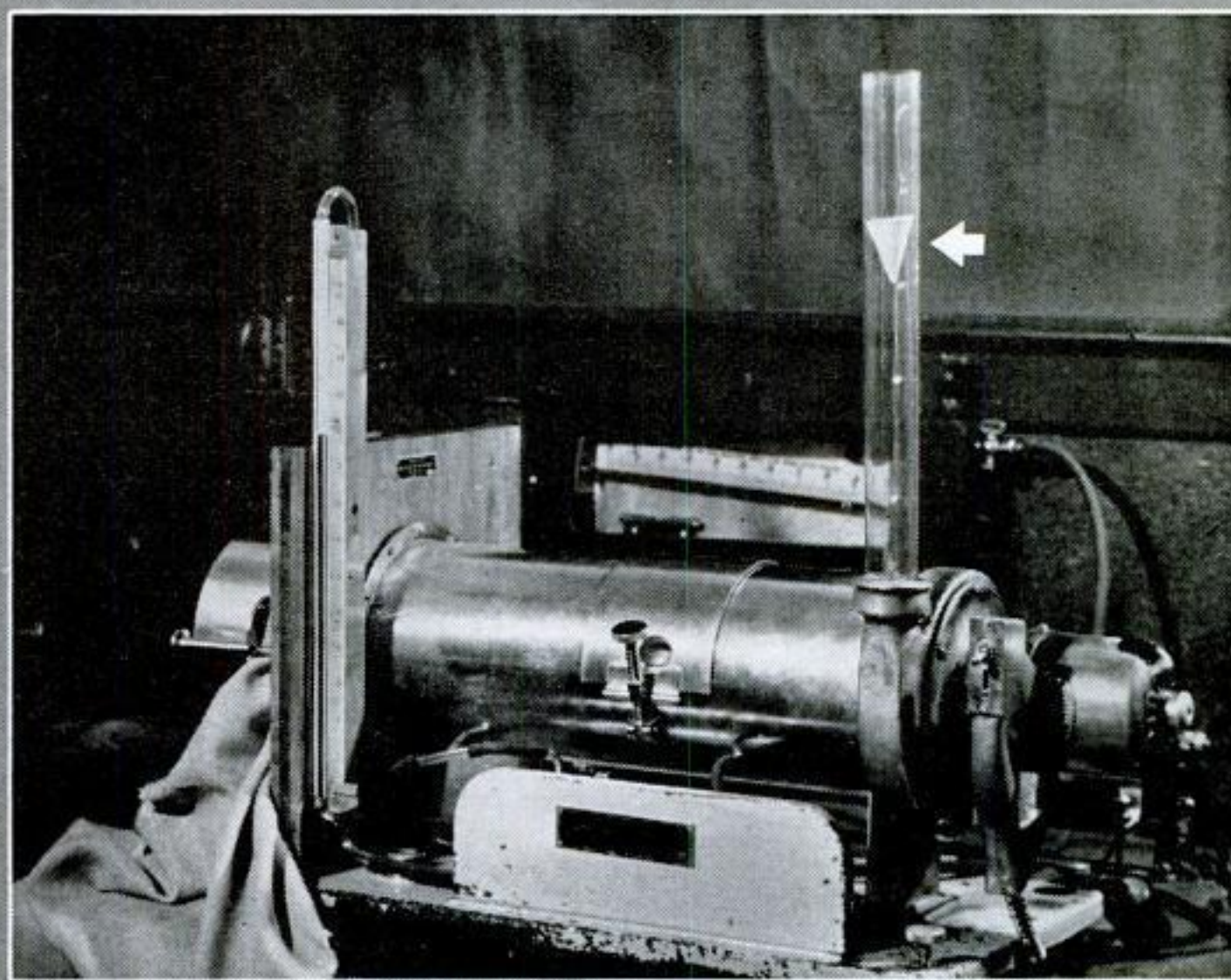
TROPICAL WORSTEDS, MORE POROUS THAN SEERSUCKER, ALLOWS PAPER CONE TO REACH HALFWAY UP TUBE. IT IS ONE OF THE COOLEST OF MEN'S SUMMER FABRICS

blown through it. The air which passes through the cloth is exhausted up a glass tube. Inside the tube is a small paper cone. The greater the volume of air passing through the cloth in the machine and up the tube, the higher the cone will be blown. The most porous

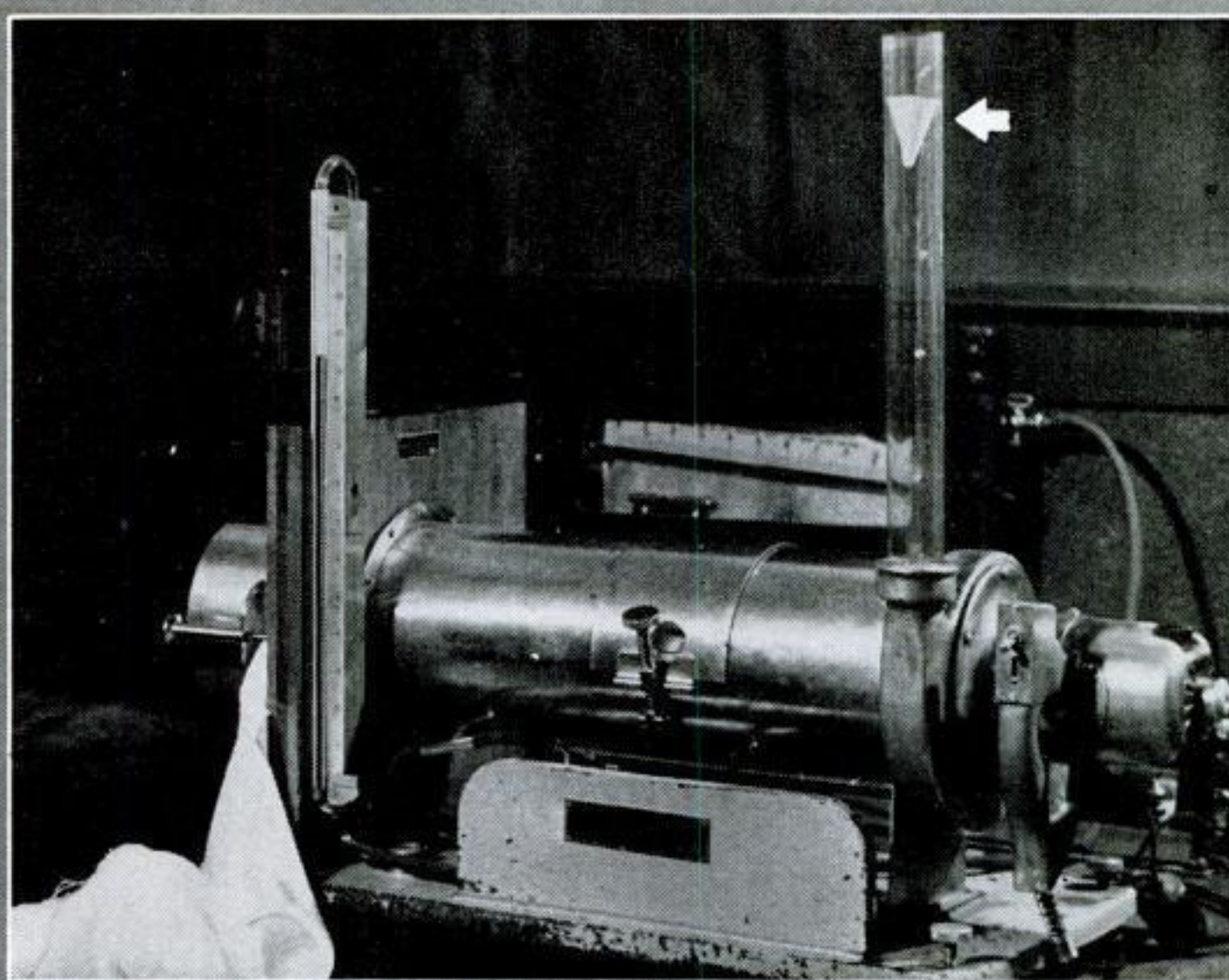
cloth and the coolest to wear is rayon jersey. Air passed through it at the rate of 476 cubic feet per minute and almost blew the cone out of the tube.

To be cool a fabric must not only be open-weave but smooth and light-colored. A rough-finished cloth like

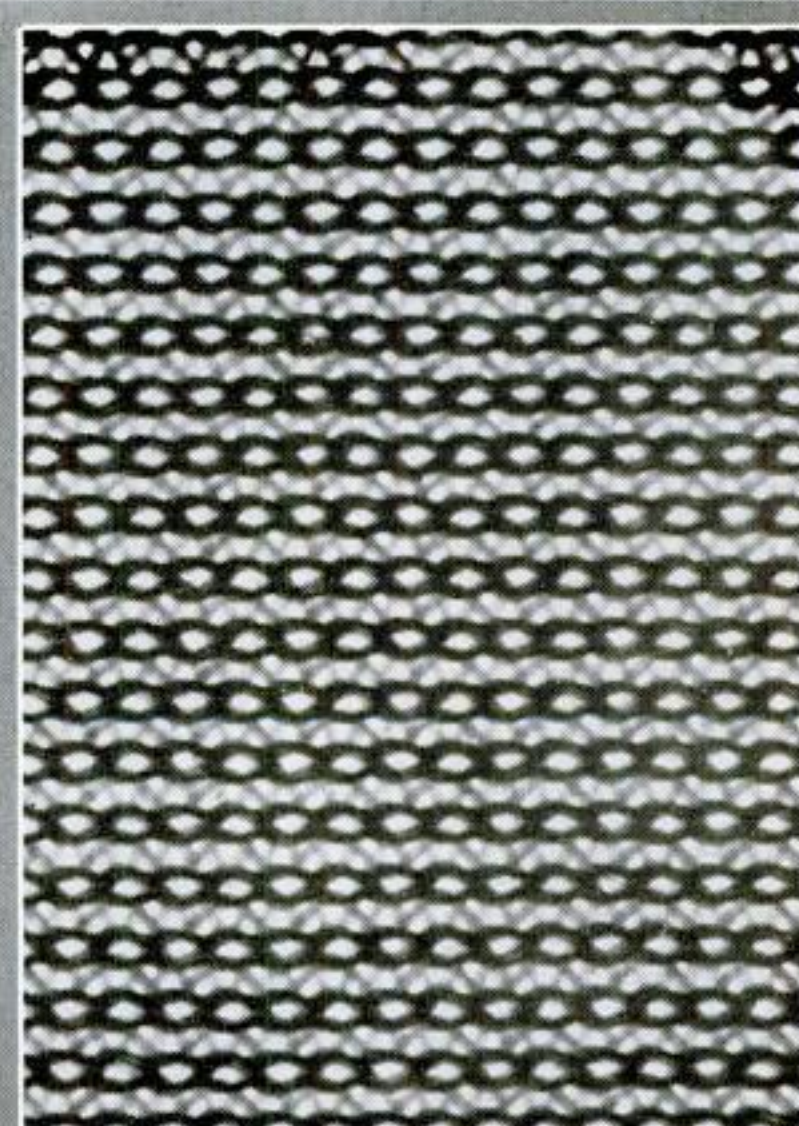
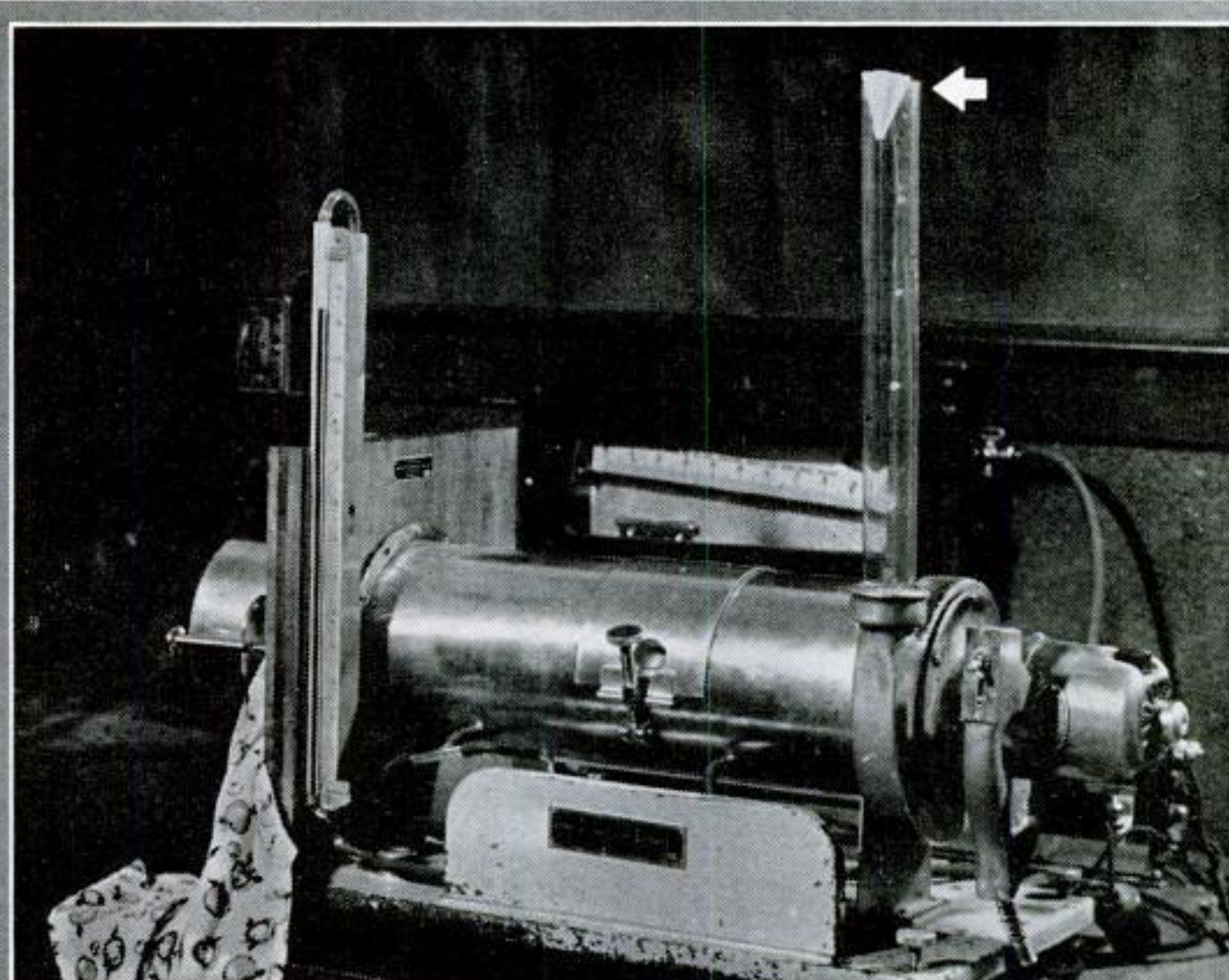
nubbly rayon tends to form a layer of slow-moving air next to the skin, which acts as an insulator keeping heat in and slowing evaporation. A dark fabric absorbs more radiant heat than smooth white cloth. The hottest color for summer wear is black, the coolest white.



SMOOTH SPUN RAYON TRANSMITS 360 CUBIC FEET OF AIR PER MINUTE. SUMMER FABRICS SHOULD BE PROOF AGAINST SHRINKAGE TO KEEP THE AIR HOLES OPEN



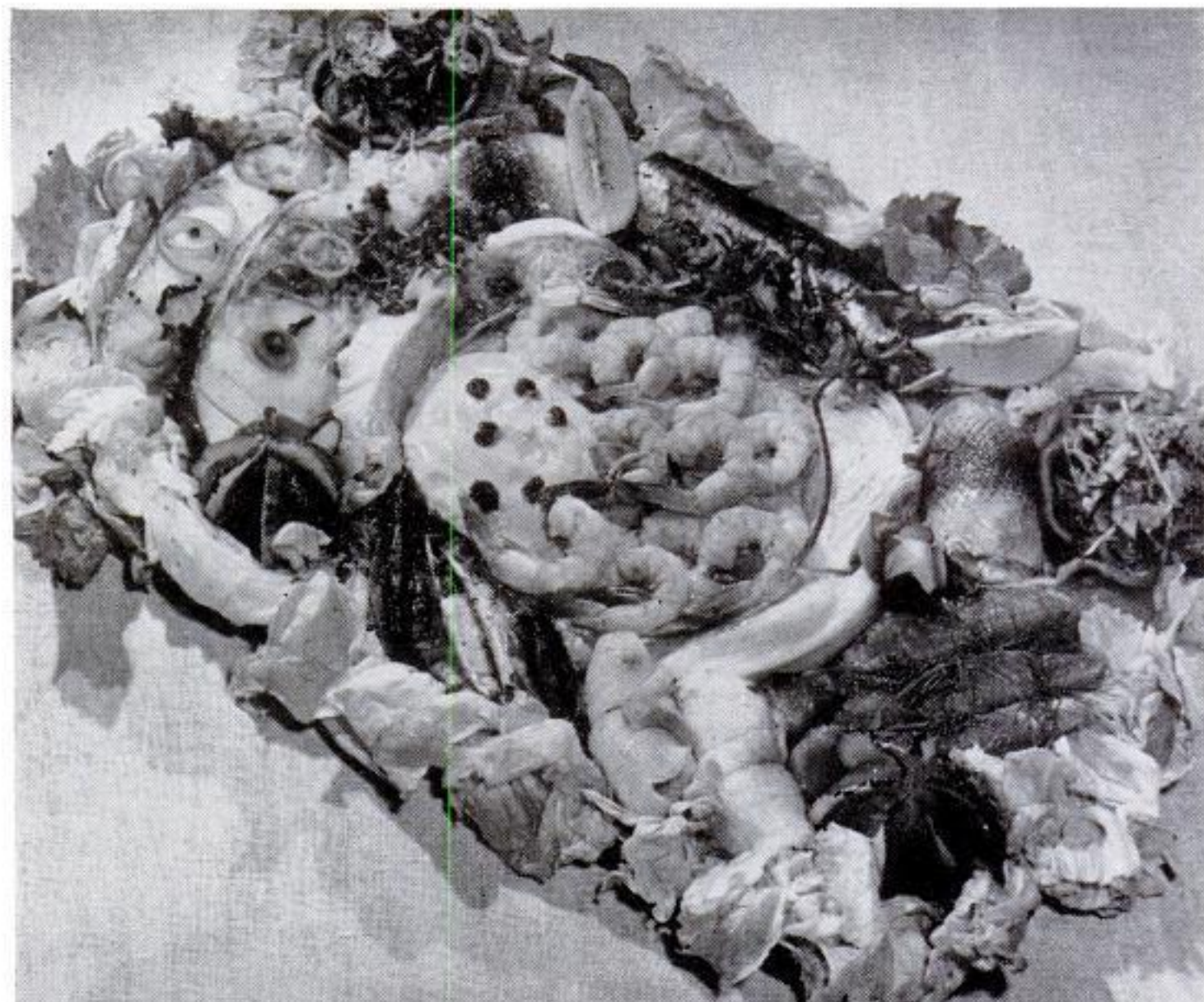
NUBBLY RAYON TRANSMITS MORE AIR THAN SMOOTH-FINISHED BUT IS WARMER BECAUSE FUZZINESS FORMS STILL-AIR LAYER, BLOCKING NORMAL AIR CIRCULATION



THE MOST POROUS AND THE COOLEST TO WEAR OF ALL THE SIX FABRICS TESTED AND SHOWN HERE IS THIS SMOOTH, SHINY AND LIGHT-COLORED RAYON JERSEY



Cold cuts are traditional summer fare. Most people suffer from a loss of appetite (anorexia) during summer months so all food should be made to look more than ordinarily appetizing.



Seafood platter consists of filet of sole, halibut, shrimp, sardines, salmon and herring—all high-protein foods. Old prejudice against protein foods like meat in summer is unfounded.



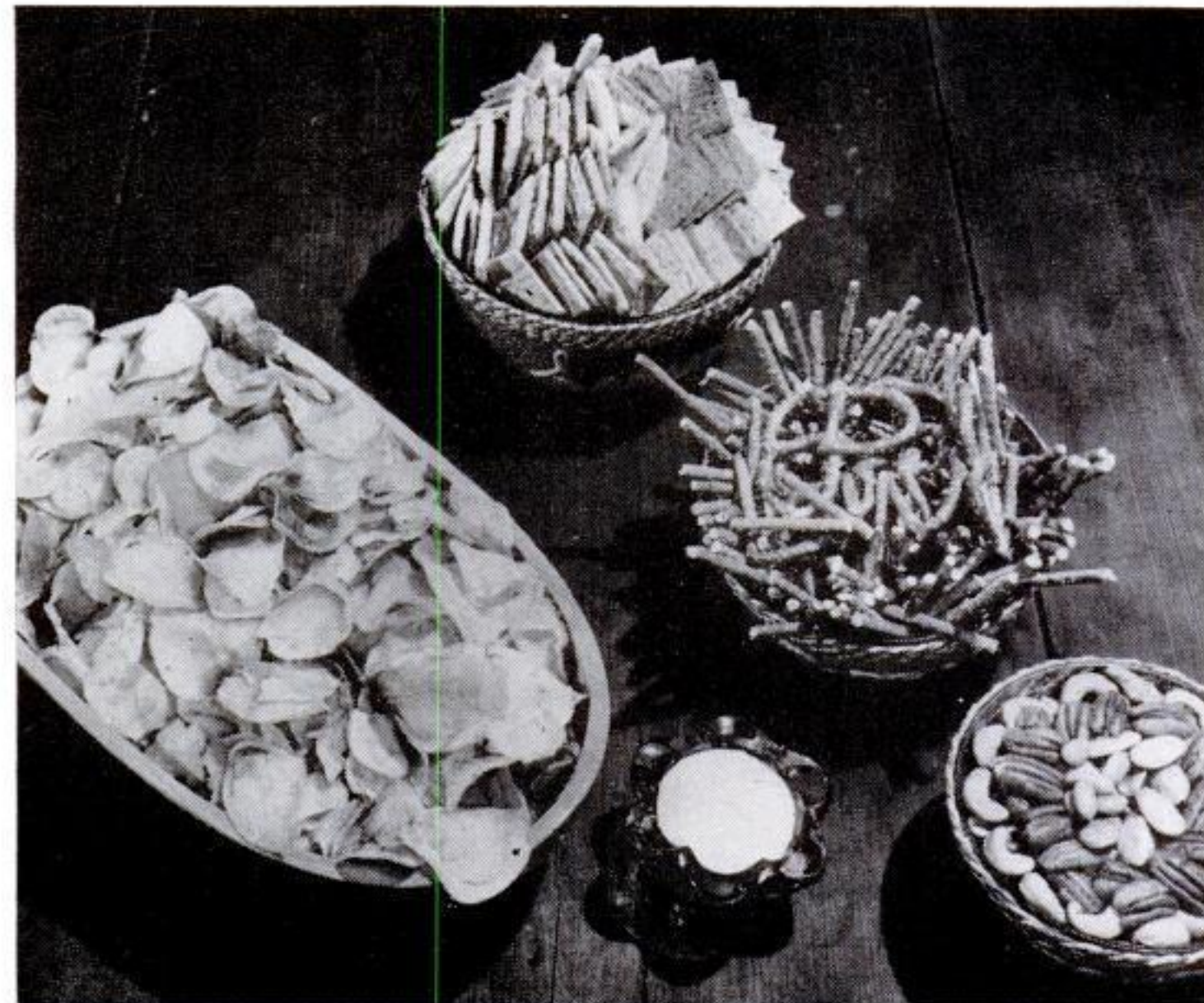
Gelatin dishes all have a high water content and, most important of all, look cool. Shown here: jellied consommé (*lower left*), tomato aspic salad (*right*), Spanish cream (*upper left*).



Fruit helps to maintain an adequate amount of water in body, the most important factor in averting heat stroke. Fresh seasonal fruits like these are especially high in Vitamin C.



Cheese, rich in protein, is fine hot-weather food as it demands no preparation. Overindulgence in carbohydrates—starches and sweets—at expense of proteins or fats increases metabolism.



Salty things such as pretzels, soda crackers, potato chips and nuts are a good way to replace part of the salt lost in perspiration. Without daily salt replenishment heat cramps will result.



...A guy as tough
as they come!...
...Two gals as dangerous
as they make 'em!...
It's dynamite
set to music!

GEORGE RAFT

JOAN BENNETT

VIVIAN BLAINE

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The brilliant star
of "A Tree Grows
In Brooklyn."



NOB HILL

IN TECHNICOLOR



Songs
"I Walked In"
"I Don't Care
Who Knows It"
"Touring
San Francisco"
by Jimmy McHugh
and Harold Adamson

ALAN "FALSTAFF
OPENSHAW" REED B. S. PULLY • EMIL COLEMAN • EDGAR BARRIER

Directed by HENRY HATHAWAY • Produced by ANDRE DAVEN

Screen Play by Wanda Tuchock and Norman Reilly Raine • From a Story by Eleanore Griffen

A
20th
CENTURY-FOX
PICTURE

Why Uncle Sam is ahead more than **6 MILLION DOLLARS** **A DAY**

BALANCE SHEET

In the other World War

The railroads, in 1918, performed 405 billion ton-miles of freight service.

Railroads performed 42 billion miles of passenger service in 1918.

Freight rates were raised about 25%.

The government took over the operation of the railroads.

Deficits resulting from Federal operation cost the taxpayers 2 million dollars a day.

In this World War

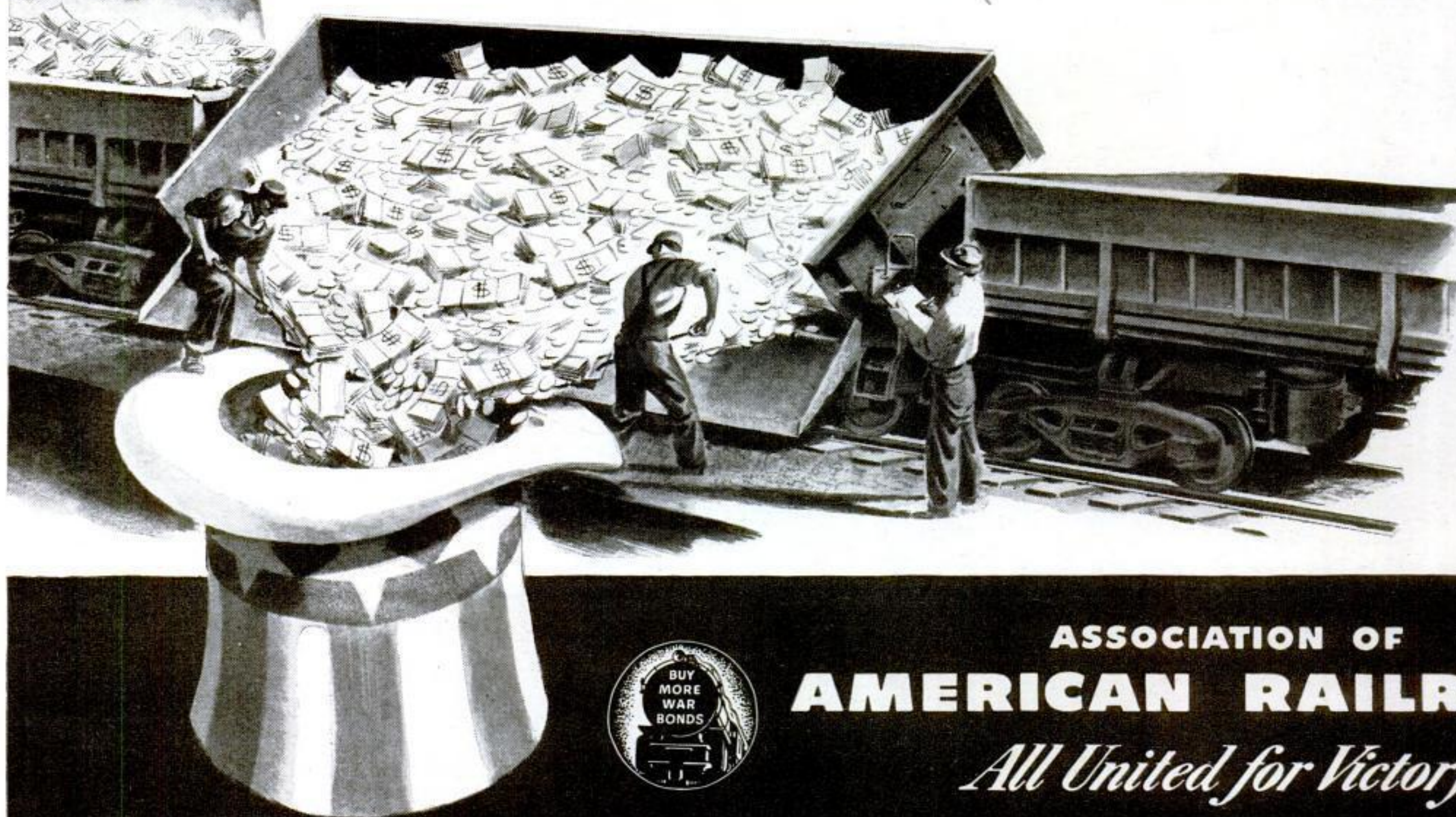
The railroads, in 1943, performed 727 billion ton-miles of freight service, 737 billion in 1944.

Railroads performed 87 billion miles of passenger service in 1943 and 95 billion in 1944.

Freight rates remain substantially the same as they were prior to the war.

The railroads have remained under their own management.

The railroads are paying Federal taxes at the rate of more than 4 million dollars a day — to say nothing of their state and local taxes.



**ASSOCIATION OF
AMERICAN RAILROADS**

All United for Victory



LIKE SO MANY AMERICAN PLACES, COON VALLEY, WIS. WAS NAMED FOR WHAT SEEMED MOST NOTABLE ABOUT IT: RACOONS WHO CAME TO FISH IN ITS STREAMS

"NAMES ON THE LAND"

VIRGINIA, SUSQUEHANNA, CHICAGO, ROANOKE, MASSACHUSETTS, DES MOINES, RED DOG, THE BRONX:
AMERICAN NAMES COME FROM HILLS AND STREAMS, INDIANS AND WHITE MEN, HISTORY AND WHIMSY

by GEORGE R. STEWART

Once, from eastern ocean to western ocean, the land stretched away without names. Nameless headlands split the surf; nameless lakes reflected nameless mountains; and nameless rivers flowed through nameless valleys into nameless bays.

Men came at last, tribe following tribe, speaking different languages and thinking different thoughts. According to their ways of speech and thought they gave names, and in their generations laid their bones by the streams and hills they had named.

The nature of the land itself prefigured something of what was to be. Where most streams were clear but one ran thick with reddish mud,

George R. Stewart, University of California professor, author of a 1942 best-selling novel, *Storm*, has for 25 years collected stories about names of American places. This year he published them in *Names on the Land* (Random House, \$3), from which this article is taken.

a man coming to that stream would call it Red River, whether he said Río Colorado, or Rivière Rouge, or Bogue Homa or blurted syllables in some now long-forgotten tongue. Since alders first grew close to water and desert cedars clung

to hillsides, they predestined Alder Creek and Cedar Mountain. Long Lake and Stony Brook, Blue Ridge and Grass Valley, lay deeper than tribe or language; the thing and the name were almost one.

No one knows when man came or who gave the first names. At the opening of history many and various tribes already held the land and had given it a thin scattering of names. Our heritage of Indian names is rich and treasured—26 states, 18 of the greatest cities, most of the larger lakes and longer rivers. Arizona and Connecticut, Seattle and Des Moines, Niagara and Potomac—all these are Indian or once were. But the white man

COMPANY MEAL" FROM Leftovers!



FRENCH'S WORCESTERSHIRE DOES THE TRICK!

MONDAY NIGHT SPECIAL . . . 2 cups cooked brown rice, 1 cup diced left-over roast pork, lamb or beef, 1 small onion chopped fine, 2 tablesp. butter or margarine, 3 tablesp. French's Worcestershire, salt, pepper. Mix ingredients, fry over slow heat until heated through (about 15 min.). Add cooking fat if necessary to keep from sticking. Serves 3.



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with the Hornet
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*A lifetime of
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in ONE blade!*

9 Years of Daily Shaves"

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For the duration, Rolls Safety Razors are sold only at Post Exchanges and Ship's Service Stores. Even so, we are able to supply only a small part of the demand.

Our fighting men, and those at home, too, like the Rolls Safety Razor because it is a self-contained shaving tool—no blades to buy and no dependence on electric current. The lifetime blade comes in a sturdy metal case with an automatic honing and stropping mechanism.

The Rolls Razor is a fine precision tool. If you own one that needs adjustment, send us the complete razor. We will service it at a small charge.

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342 Madison Ave., New York 17, N. Y.



Rough and Ready, Calif. was named for Zachary Taylor, Mexican War hero and President, whose popular nickname was appropriate to this and eight other American towns.

"NAMES ON THE LAND" CONTINUED

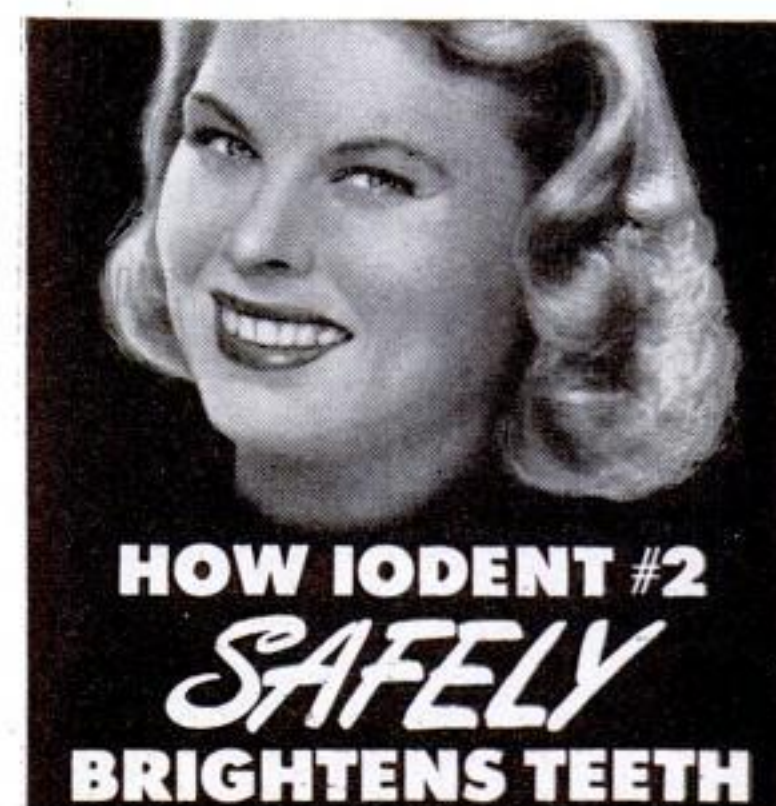
reshaped and reapplied them, adapting them to his own language and ways of thought, until sometimes the names became more European than Indian.

In the 20th year after the New World was first discovered, Juan Ponce de León sailed from Puerto Rico with three ships. Running before a fair wind, on Easter Sunday, which in Spanish is called "of flowers," Don Juan and his men saw a little unknown island. They ran for three days still northwest, and then for two days westnorthwest. At last they saw land ahead. And this is a moment which all living there now should remember, for then first a lasting name was given by men who came from overseas, on the evening of April 2, 1513. Since de León had not yet landed, he could not know what the Indians called that country, and in his impatience he wanted a name at once. Doubtless then he thought of many names, as a man does at such times. As he hesitated, he saw that one particular name was twice suitable. For, he remembered, the season was that of the Easter of Flowers. At the same time, he thought that the green land toward which he now looked was at this season a flowered land. Thus he named it Florida.

The English came late but stayed longest. Though many places already had names, the English rejected most of them and gave new names of their own. Those they adopted they reshaped to suit their own tongues. In 1584 Sir Walter Raleigh got from Queen Elizabeth a patent to settle lands in the New World. From that summer's voyaging three names remained. One was the island Roanoak, as they spelled it, meaning perhaps "place of white shells." That island now is Roanoke, and from it the name has spread to a river, and a county, and many towns. This, it would seem, was the first of all the Indian words which the English took over.

From that first voyage, however, sprang one still greater name. When the captains returned, their report went to Sir Walter, and he took it to the Queen. In it they wrote the name of the whole country as Wingandacoa, and of its King, Wingina. Then, it may be, that spelling spurred the Queen's thought, and she remembered her own virgin state, which her poets celebrated. Also, that far-off, sweet-smelling land lay untouched and virgin, waiting to be possessed. So the Queen remembered her Latin and spoke a word of proper form for the name of a province which was a "virginland." Thus when the account of the captains came to be printed, the sentence ran, "The king is called Wingina, the country Wingandacoa"—but also was added, "and now by her Majesty, Virginia." This was the first name given by the English, though in form it was pure Latin.

As for John Smith, his own name was common, and also the names he gave had the common touch, when, in 1608, he voyaged twice around that bay which he spelled Chisapeack. In his namings, as in much else, he might be called the first American. First, in an open boat with 14 comrades, he steered north from Cape Henry and came upon some islands. These he called Smith's Isles. Like most men he was no more modest than need be. Coming to the point of land opposite Cape Henry, he called it Cape Charles, "in honor of the worthy Duke of York." The farthest known of the names that Captain Smith brought back from those voyages were the Indian names of



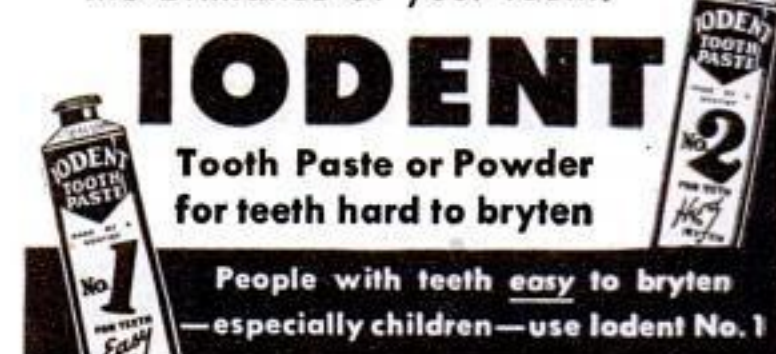
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QUICK RELIEF FOR SUMMER TEETHING



EXPERIENCED Mothers know that summer teething must not be trifled with—that summer upsets due to teething may seriously interfere with Baby's progress.

Relieve your Baby's teething pains this summer by rubbing on Dr. Hand's Teething Lotion—the actual prescription of a famous Baby Specialist. It is effective and economical, and has been used and recommended by millions of Mothers.

Your druggist has it.

DR. HAND'S TEETHING LOTION Just rub it on the gums

CONTINUED ON PAGE 51

*Good luck—
and remember*

BETTER REST MAKES BETTER HUSBANDS!

Good meals and kisses help. But the real secret of a sunny, happy, healthy husband—your doctor will tell you—is the proper kind of rest!

A faulty mattress can actually cause fatigue and irritability . . . cause muscle tensions that prevent sound rest. To sleep fully relaxed, to wake at peak vitality, your mattress must provide correct support.

Let your dealer show you luxurious mattresses by ENGLANDER . . . specifically designed to give the balanced support your body needs. No matter what price ENGLANDER Mattress you choose, you will find it magically restful . . . blissfully comfortable for years to come.

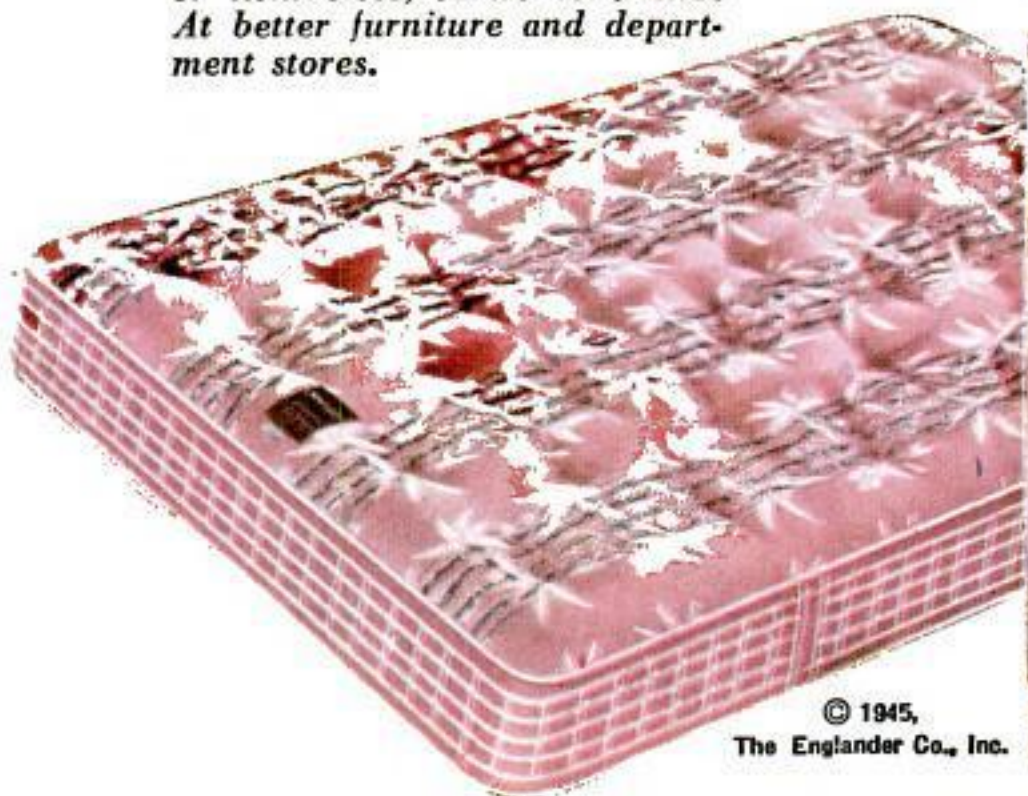
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Electronic progress has been immeasurable in the six years of War. Not only has radar come into its own but radio, too, has made great forward strides. And Bendix Radio is an acknowledged center of research in applied electronics—a *leading producer of advanced airborne radio*.

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will come into your home, from cabinets of superlative beauty. Broadcast and recorded music will be vastly richer and clearer. You'll reach around the world via shortwave. F.M. at its finest will assure you static-free reception all year 'round. And Bendix-planned Television will make your home a theatre with an ever-new repertoire!

These are Bendix plans for your pleasure—a *rich and wondrous new world of entertainment*. And models and prices will range so widely that the advantages of Bendix Radio's advanced thinking will be available to all! Plan a place in your home for the *REAL Voice of Radio*.

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Remember—Bendix Radio, center of research for radar and micro-wave radio, is best equipped to bring you the finest in

Television

"NAMES ON THE LAND" CONTINUED

the rivers, and the greatest were Patowomek and Sasquesahanock. Now they are Potomac and Susquehanna, but no one is sure what they mean except that Smith made them out to be the names of tribes living there. So also in later years men called many rivers by the names of tribes.

In 1614, six years after his voyages around Chesapeake Bay, Smith came to the northern coast. He could find no certain name for the whole region. To write on his new map "the North Part of Virginia" was colorless, and Canada was a French term. Also he knew that far to the west "the most memorable Sir Francis Drake" had placed the name Nova Albion. So on his map Smith wrote boldly, New England. One other great name came out of that voyage, for in the book Smith wrote Massachuset as an Indian town. Though Smith may not have known it, the meaning is fairly clear, being the tribal name Mass-adchu-seuck, "big-hill-people," which in English ears was blended with the name Mass-adchu-ut, "at-big-hills." Smith made of the Indian word an English plural to indicate the tribe, and so came Massachusetts. This then was the work of John Smith in the naming of the land.

In Virginia men settled chiefly not by towns, but by plantations. Since a man generally named his own plantation, there arose a variety and originality—a touch of wit or irony, a pun, an alliteration. So came Chaplin's Choice and Jordan's Journey, Flower dieu Hundred, Argall's Gift and Martin's Brandom.

Also two brothers named Newce came there to make a plantation. Once before, in Ireland, they had founded a town, naming it Newcetown, where it still stands. So now to their second settlement they gave the name New, and since it had an anchorage they called it Port, and it became New Port Newce. The brothers were unfortunate and men forgot them soon; but men remembered Captain Newport, who had done much to found Virginia. So they began to think and write Newport's Newce, perhaps even to confuse the second part with Neuse River. Then, in trying to make sense, they wrote Newport News, and so it remained.

Breukelyn, Haerlem and the Broncks

With their towns and villages the men of New Netherland followed no system. Often they used names from the old country, as with their chief settlement, New Amsterdam. So they also transplanted Breukelyn (Brooklyn) and Haerlem (Harlem). Sometimes the name arose from the landholder. One settler was Jonas Bronck, a Dane, who had a farm just north of Manhattan. From him men came to speak of Bronck's River. Also apparently they said "the Broncks," as men say in English "the Smiths," meaning where the Smiths live, and so came the Bronx.

Still a little farther north was the settlement known officially as Colen Donck, "Donck's Colony." But this Adriaen van der Donck bore a courtesy title "Jonkheer," meaning about the same as "Squire." By that title his tenants usually addressed him; before long they began to call Colen Donck merely "the Jonkheer's" and so came Yonkers.

As early as 1640 there were tales of the Erinouai, written later as Aliniouck or Iliniouck. Anyone knowing the language would see that the root of that tribal name was Ilini, of which the meaning was simply "man." The French added "s" to make a plural, and finally it became even more French-looking as Illinois. Of these people one of the first of the French to visit them wrote: "To say 'Illinois' is as much as to say in their language, 'the men,' as if the other savages were to be thought mere animals."

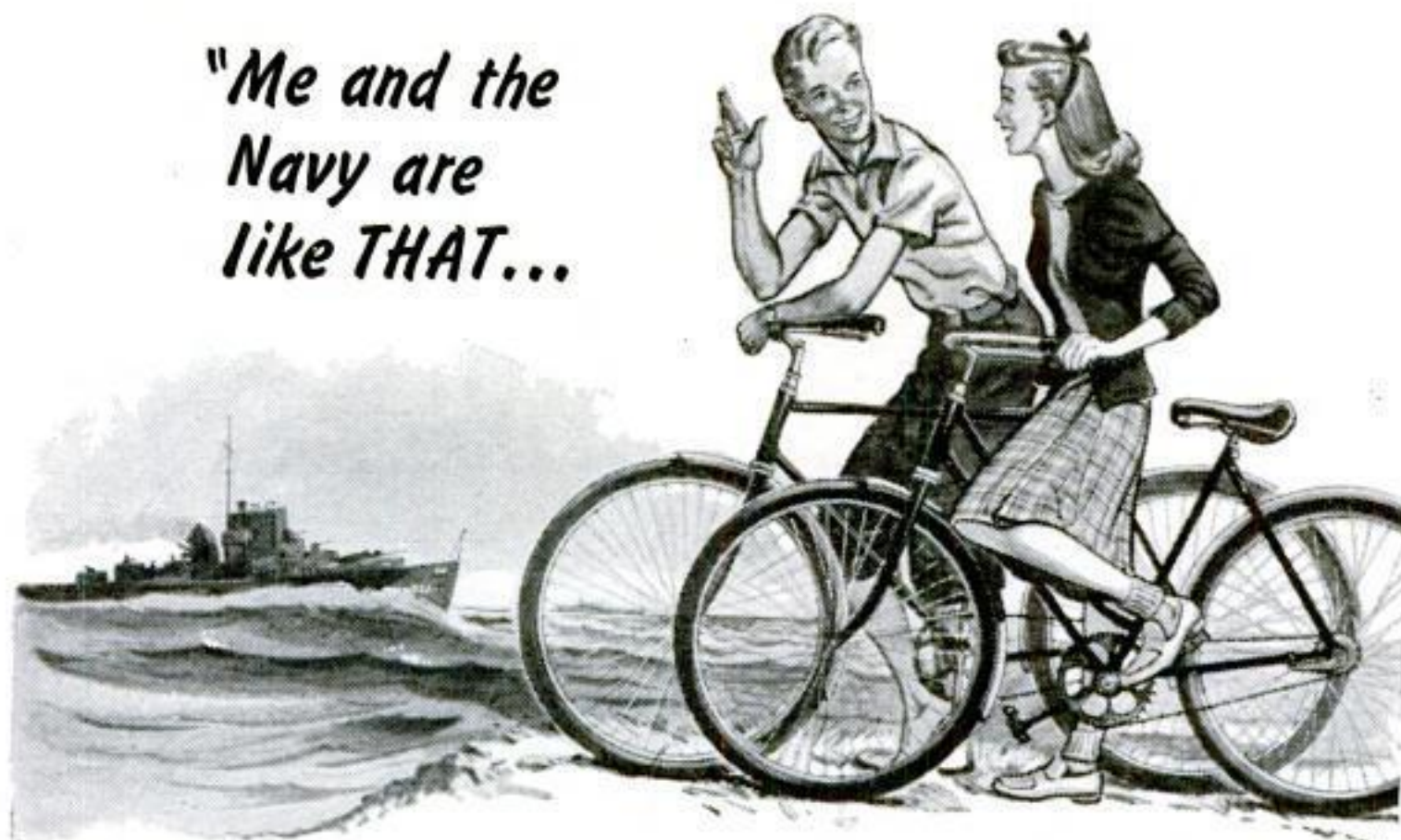
Almost at the southern tip of the Lake of the Illinois, also called Lake Michigan (from Michi-guma, meaning "big water"), a low and swampy plain stretched away between two small rivers. In early summer that plain was pink with the blossoms of the little wild onions growing there. So the Algonquian-speaking Indians called it "onion-place." To the French this became Chicagou, and a great city took its name from this place.

During these years the French hunted for a passage to the South Sea. They often asked the Indians, and some of the Indians told them tales of a "great water" farther to the west. No one can be certain what words the Indians used, but being Algonquins they most likely said *miss* for "big" and *sipi* for "river." Finally in 1666, though no Frenchman had yet been there, a priest wrote down "the great river named Messipi."

In 1672 Louis Jolliet and a Jesuit priest named Jacques Marquette were chosen to discover for France the river Messipi. They passed through lakes and swamps, and after a portage came to a west-flowing river. There, from their Indian guides, they heard the first of the great names which were to spring from that voyage, and recorded it as Mescousing, or Mesconsing. What it means no one can be sure, but

CONTINUED ON NEXT PAGE

"Me and the
Navy are
like THAT..."



We both breeze by on New Departures!"

"No kiddin', Suze! My bike's New Departure Coaster Brake is made by the same folks who make New Departure Ball Bearings for 'most everything that fights for us!"

"New Departure Ball Bearings help make our fightin' stuff the best. And they help make New Departure Coaster Brakes the best, too!"

Brakes that are surer, sturdier, longer-lived—and assure better all-round cycling fun.

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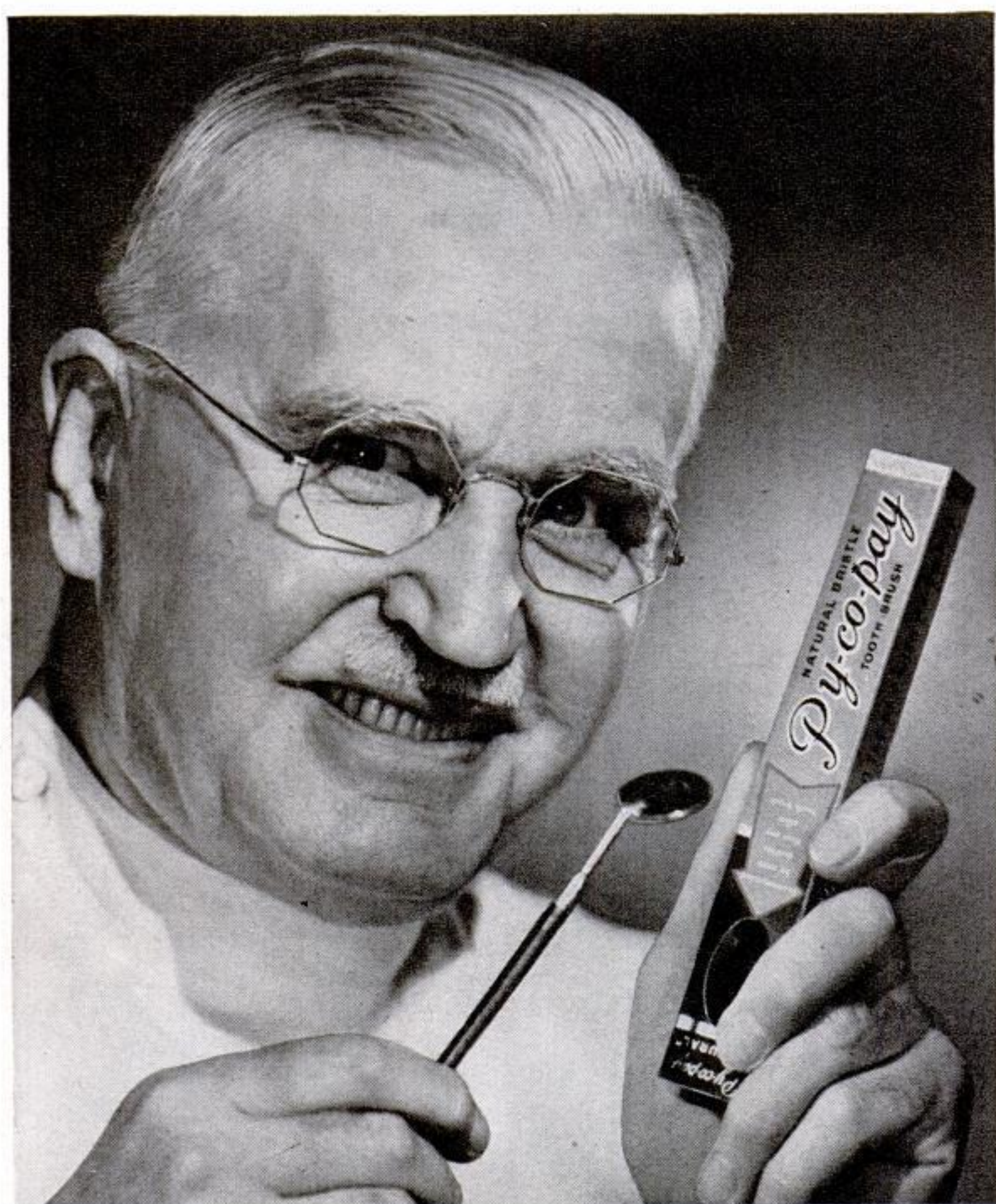
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NOW real natural bristles are again available on PY-CO-PAY Tooth Brushes. These are the *bristles* 4 out of 5 dentists prefer. And Py-Co-Pay is the *tooth brush* more dentists recommend than any other.* Your drug-gist has Py-Co-Pay "Natural", the brush with real *natural* bristles. Ask for it by name . . . Py-Co-Pay "Natural".

* This preference by dentists for Py-Co-Pay Tooth Brushes and natural bristles is proved by a survey conducted by one of America's leading Dental Journals in Sept., 1944.



Py-co-pay **NATURAL**

More Dentists Recommend "Py-Co-Pay" Than Any Other Brush

"NAMES ON THE LAND" CONTINUED

soon the French spelled it Ouisconsin, and in English it became Wisconsin River. At last, near the middle of June in 1673, they came to the great river, which was already known by name. They wrote the word as Mississippi.

Paddling downstream they came to a wide river pouring in from the northwest. On their maps Jolliet and Marquette put down the names of various tribes living along its course. Among these tribes were the Ouchage and the Missouri. Afterwards the French called that river by the name of the first of these tribes, changing it to Osage. But finally that became the name of a smaller river, and the great one became Missouri.

At the mouth of that river the Indians told also of other tribes, and the names of three of them stand on the earliest maps as Maha, Kansa and Ouaouiatonon. Of the first came Omaha, meaning "up-stream people." To Kansa the French added an "s" for a plural, and so got Kansas, first for the tribe and then for the river. But the meaning is lost, except for guesswork. Ouaouiatonon, it would seem, the French treated in another way. They dropped the ending, which may have meant only "tribe" or "people." Then they had left a strange word of vowels—Ouaouia. This, passing through many spellings, became Iowa.

In 1689 a Spanish expedition arrived at a village where the Indians came out to meet them in peaceful fashion, calling "Techas! Techas!" This proved to be a greeting which meant "Friends! Friends!" From that time on, the Spaniards realized that Texas was not really the name of a tribe, but was this greeting, which was also used for a group of allied tribes who spoke this word among themselves and so were known as "Texas" by some of the neighboring Indians. Though the priests and soldiers who went into the country knew that it was really a salutation rather than a tribe, the governors in the official letters continued to use Texas.

Since 1607 almost every year had seen the establishment of some new great name. But the next two generations of men were to give few great names; instead they would fill in with thousands of little names and establish new habits. On Manhattan Island the Dutch names of the streets mostly survived in translation or Anglicized form. De Bouwerij, "the farm," became the Bowery. Brede Wegh came over easily into Broadway.

The United States of America, Columbia, Fredonia

Who first may have happened to say United States of America can never be known. Fittingly, however, the first recorded use was from the pen of Thomas Jefferson in the Declaration of Independence. The treaty with France used United States of North America. This form was more accurate but also longer and never gained popularity. The abbreviation U. S. A. soon came into use as a mark for army supplies but was afterwards replaced by the words United States.

The chief rival name can actually be traced back a little further than United States of America. By the time of the Revolution the new nation began to look back toward Columbus as a kind of founding hero. Columbia was a happy coinage. It was almost everything that the United States of America was not—short, precise, original, poetic, indivisible, and flexibly yielding good adjectives and nouns. Shortly after 1800 a Dr. Charles Mitchell proposed Fredonia, a gross coupling of the English freedom with a Latin ending. Washington Irving proposed Appalachia or Alleghania. The makeshift establishment of the national name was the worst misfortune in our whole naming history. Its too-great length has consumed paper, ink, time and energy. Its vagueness and inaccuracy have caused incalculable misunderstanding and bad feeling. In the course of time the mere evolution of speech may establish some substitute, possibly a derivation of the increasingly popular Yank.

By the end of the 18th Century the naming of a town after some classical city was a well-established custom. In 1800 an Ohio village became Athens, because a college was to be established there; Athens in Georgia was named in the next year for the same reason. Each is still the seat of a university. Corinth, the crossroads of Greece, might be chosen for the meeting of important roads.

In early Colonial times town names had usually been formed without suffixes. Many taken from English towns and persons ended in *-ton*, or *-ham* or *-bury*. Shortly before the Revolution the two related suffixes, *-borough* and *-burgh*, had been rising in popularity. Pittsburgh, mother city of the West, offered a precedent. Before many years had run, the word passed into common speech: "What burg do you come from?" In contrast to *-burgh*, *-ville* was almost wholly post-Revolutionary. Its sudden popularity can be simply and surely credited to the enthusiasm for the French which swept the country. In a very short time *-ville* became so well Americanized that few people thought of its ever having been anything else. The Pennsylvania Germans be-

CONTINUED ON PAGE 54

Back in 1927

MODESS cost 55¢

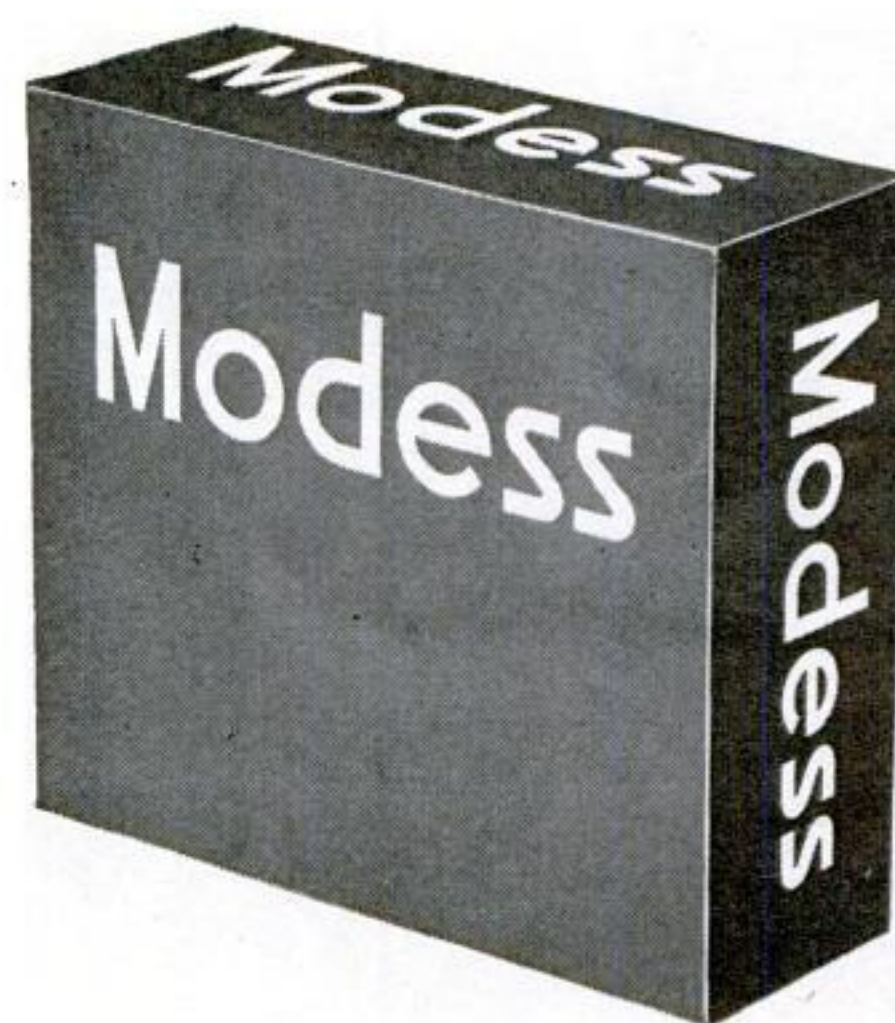
Since then we've made it softer!

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And now, inside each luxurious

*napkin, we seal a **DEODORANT-***

A TRIPLE-PROVED DEODORANT!



Yet today, this greatly improved

MODESS is only 22¢

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Phil Spitalny says:

"HAPPY BIRTHDAY, EVELYN"

with flowers by wire...

On Evelyn's birthday, Phil Spitalny was in one town. Evelyn, star violinist and concert mistress of Phil's orchestra, was in another town... miles away. But that was no problem—Phil telegraphed flowers!



*In any event—
wire Flowers*

When someone dear to you
—in another town—has a birthday, or
any event you want to remember—wire flowers.

It's easy as 1-2-3, and not at all expensive

1. Go to a florist with the Florists' Telegraph Delivery Association seal on his window. Tell him the name, address and town of the person to receive flowers—state the amount you wish to spend. You pay nothing extra for flowers by wire—except standard rate for telegram.

2. Your florist wires your order and your message for the card to an F.T.D. florist in the other town who immediately delivers fresh flowers from his stock.

3. F.T.D. florists are everywhere—but not all florists are members of Florists' Telegraph Delivery Association. So look for the F.T.D. Seal. It's your assurance of full value.



BUY AND HOLD WAR BONDS

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

484 East Grand Boulevard, Detroit 7, Michigan

Evelyn and her Magic Violin is featured with Phil Spitalny's All-Girl Orchestra on the General Electric "Hour of Charm." (NBC, Sunday night, 10:00 P.M. EWT)

"NAMES ON THE LAND" CONTINUED

came unusually fond of it, so that their country is probably the only place in the world which presents such an amicable mingling of the two hostile elements in numerous names like Trumbauersville, Kleinville and Schwenkville. Applebachsville is English, German and French all in one. In Indiana more than 100 post offices end in -ville.

General Moses Cleaveland, in spite of his title, was no military hero. He served as a captain in the Revolution but won his higher rank with the Connecticut militia afterward. By profession he was a lawyer, and a smart one. He purchased, for \$32,600, two shares in a land company with large holdings along Lake Erie. In 1796 he went with a party of surveyors to take a look at the property, and the surveyors gave his name to a location at the mouth of a little river. The general went back to Connecticut and never visited the namesake village which grew up on the site. The spelling was later changed to Cleveland—according to tradition because a newspaper preferred a shorter form for its masthead.

Few Americans can even identify George Mifflin Dallas. A well-born Philadelphian, he attended Princeton, became senator, minister to Russia and to Great Britain, and vice president under Polk. In 1846, the Texas legislature created and named counties for both the President and the vice president, and Dallas was also established as a county seat. If he ever heard of his namesake, he was probably not greatly complimented. Conservative, cosmopolitan and wealthy, Mr. Dallas would scarcely have appreciated the raw western village. An unremembered vice president, he is honored by a larger city than is any President except Washington.

Cut Throat Bar, Gouge Eye, Delerium Tremens

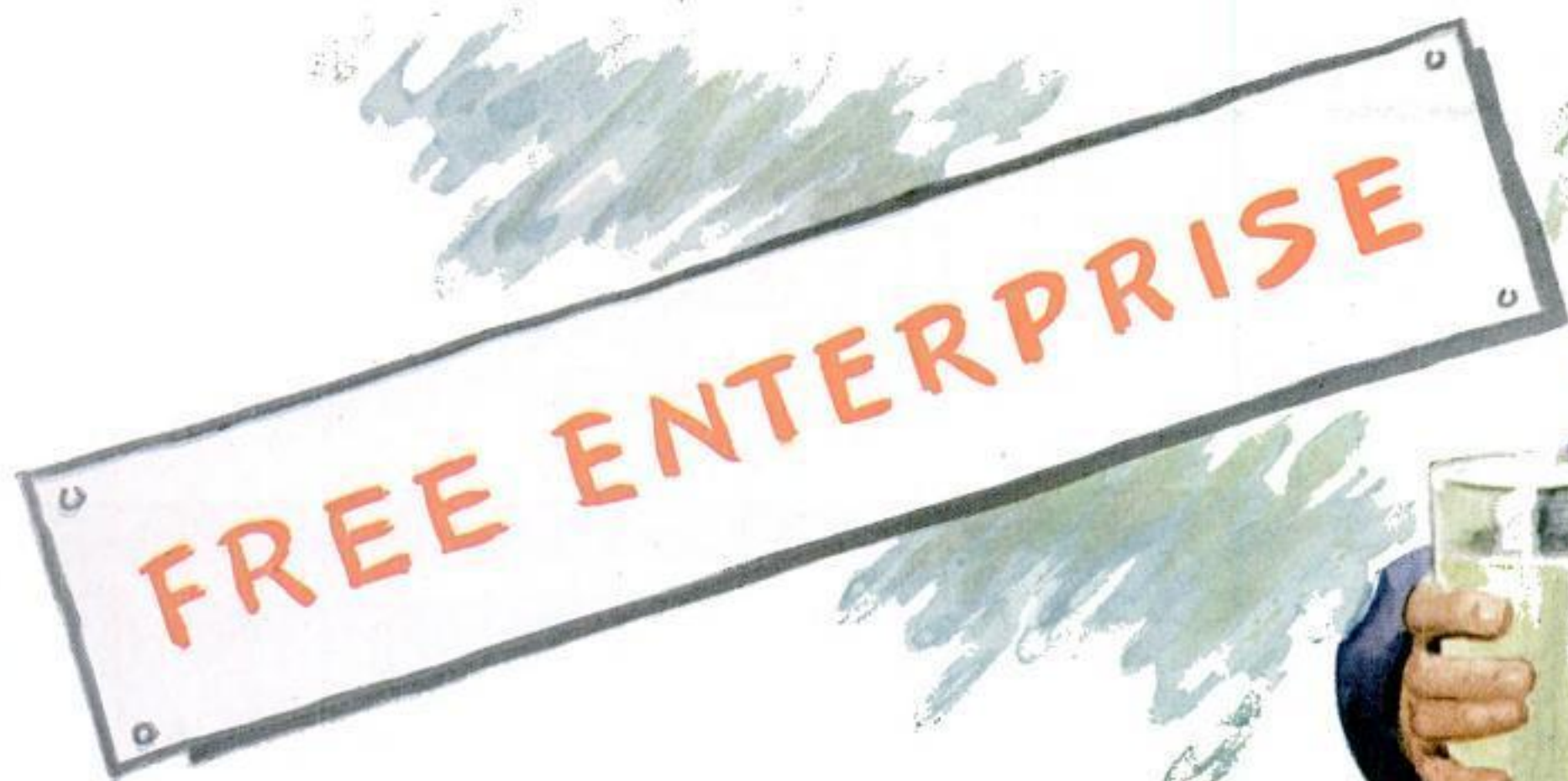
The gold-seekers of '49 were of all nations and all ways of life and with their names they gave the final touch of melodrama to the decade. The miners of a certain camp squelched a crime wave by hanging three men on a convenient tree, and it thus became known in the early months of 1849 as Hangtown. From such precedent may have sprung Chicken Thief Flat, Cut Throat Bar, Murderers' Bar, Gouge Eye, Garrotte and Second Garrotte. Drink and cards, favorite male vices, furnished many incidents which were enshrined and then forgotten. Euchre Bar, Poker Flat, Seven-Up Ravine and Red Dog stood over against Whiskey Bar, Milk Punch, Port Wine and Brandy Gulch. Perhaps with these last should be placed Delirium Tremens.

The mine and the ranch had been wholly local, but the railroad company and the Post Office Department worked from outside and imposed their wills. Often applications requested that the department should supply a name for a town. When the local people thus threw in the sponge, some one of the higher clerks of the department had his opportunity. One of these for many years was a certain Captain Tuley, a veteran of the Civil War, who was reported to have named post offices "for practically all of the kids and babies in his immediate neighborhood." In the newer states the large number of very short names of girls may preserve the memory of those "kids and babies." Oklahoma alone has Amy, Eva, May, Ora, Eda, Fay, Ida, Iva, Ola and Ona.

Seen from the local point of view, the naming of post offices assumes a quality of folklore in that the same type of story turns up in various regions. The commonest is the tale of the accidental name. The scene is usually a country store where the storekeeper with a crony or two sits cogitating over the application. His eye perhaps falls upon the stove. He focuses upon its name in raised letters of cast iron, and Clio (California) is born. Or he sees a can of sardines and the name is Lamoine (Washington). Of slightly differing type is the "Why Not..." story. A man eating peanuts remarks, "Why not call it Peanut?" And Peanut (California) it is. At last the story becomes "Why not call it 'Why Not'?" There was once a Why Not in North Carolina, and is still a Wynot in Nebraska. The queer name of Difficult in Tennessee is said to have arisen because Washington rejected the first name as too difficult. Perhaps the letter read, "The name of your post office is difficult..." and the local namers took it as a suggestion.

Just as names have inspired poetry, they have also inspired comedy. At some unknown date people along the Maine coast who did not want to be profane began to say "Go to Poodic!" Since this was an Indian name for a point of land, the expression was perhaps as much as to say "Go jump in the bay." In Connecticut a similar or perhaps the same word took the form Podunk. In time it sprouted a variant Squeedunk. Even before Podunk, humorists had seen the possibilities of American names and the tradition continued. Stage comedians softened their audiences by announcing themselves from Oshkosh or Punxsutawney. Stooges inquired, "What are Yonkers?" The letter "K" became essentially humorous and supplied much merriment in Kokomo, Kankakee, Kalamazoo, Kaskaskia and Keokuk. Folk ety-

CONTINUED ON PAGE 57



American boys—girls too—don't have to *wait* to become good citizens. They're good citizens *now*.

They're enlisted to *help*. They're using their heads—figuring out plans that will bring more tin cans or waste paper to the curb, or sell more War Stamps. They may not know what "Free Enterprise" means—but they're *living* the idea. That's America!

The same spirit works in business. In our business it's seen in the production of more Carnation Milk than ever before—as we strive to meet tremendous needs of the Army and Navy and users at home. And it is seen in this striking new fact:

The vitamin D potency of Carnation Milk has recently been multiplied by three! Now 400 U. S. P. units of the "sunshine" vitamin are supplied (per reconverted quart), instead of the former 135 units. Now Carnation is a finer milk than ever—for good bone and tooth development and excellent growth!

Look for "Vitamin D Increased" on the red and white Carnation label. It means something that's *needed* by the enterprising young folks at *your* house.

JELLY ROLL CREAM TORTE

- | | |
|-----------------------------|---------------------------|
| 1 jelly roll | 4 eggs, separated |
| 2 tablespoons plain gelatin | 1 cup sugar |
| ½ cup cold water | 1 teaspoon vanilla |
| 2 cups Carnation Milk | ½ cup maraschino cherries |
| diluted with ½ cup water | |

If jelly roll is homemade and fresh, let stand two hours. Soak gelatin in water. Scald milk. Combine beaten egg yolks, ¾ cup sugar, and milk. Cook in double boiler, stirring constantly till mixture coats spoon. Add soaked gelatin. Stir till dissolved. Cool till it begins to thicken. Gradually add remaining sugar to stiffly beaten egg whites. Add vanilla. Fold into custard. Add cherries. Line sides and bottom of spring-form pan with slices of jelly roll. Add ½ custard mixture. Arrange another layer of jelly roll over it. Add remaining custard. Chill till firm. Garnish with rosettes of frosting meringue. Serves 12 to 14.



FROSTING MERINGUE

- | | |
|---------------------|--------------|
| 3 egg whites | Dash of salt |
| 6 tablespoons sugar | |
- Add salt to egg whites and beat till frothy. Add sugar gradually, beating till egg whites are stiff and sugar is dissolved.

FREE! "GROWING UP WITH MILK"

—a book of grand recipes for the whole family. Write Carnation Company, Dept. L-48, Milwaukee 2, Wis., or Toronto, Ont.



ICE COLD
Lemonade - 10¢

Carnation

"FROM CONTENTED



Milk

COWS"

BUY WAR BONDS
AND KEEP THEM

TUNE IN THE CARNATION "CONTENTED HOUR," MONDAY EVENINGS, NBC NETWORK

Army-Proved in the World's "Hottest Spots"

REGULAR MACHINE SERVICING
WITH QUALITY LUBRICANTS PAYS!



WHAT BETTER TIP FOR MOTORISTS?

ARMY REGULATIONS on machine servicing are *strict . . . and no fooling!* The Army has proved that regular, scientific care pays off—in terms of more machines in action, fewer mechanical failures!

This is exactly what's needed on the home front. Your older car must last. More than ever, it needs the finest care—*regularly!* The place to get it is your nearby Mobilgas dealer's—who gives famous Mobilubrication Service.

Like the Army specialists, your Mobilgas dealer

leaves nothing to chance. He is well equipped. He services your car from a chart prepared by automotive engineers. And he uses quality Mobiloil and Mobilgreases *from the same refineries which have produced millions of barrels of fine petroleum products for the Armed Forces!*

When a Mobilgas dealer finishes with your car—engine, radiator, gears and chassis are *thoroughly* protected. Stop for scientific Mobilubrication today . . . and regularly!

SOCONY-VACUUM OIL CO., INC., and Affiliates: Magnolia Petroleum Company, General Petroleum Corporation of Calif.

"INFORMATION PLEASE" returns from vacation September 10. Until then, hear Rise Stevens and Hollywood Music—Mondays 9:30 P.M., E.W.T., NBC

FOR QUALITY PROTECTION—

Mobiloil



— And Complete
Mobilubrication



Missouri eulogizes virtues. A spiritualist gave village of Peculiar its name. Seeing the place, she said, "That's peculiar—the very place I saw in a vision in Connecticut."

"NAMES ON THE LAND" CONTINUED

mology may not be consciously humorous but it has certainly produced a long list of delightful names such as Ticklenaked, Smackover, Funny Louis, Cape Capon, Bone Venture, Laughing Gal, Pokamoonshine, Zilly Boy, Merrymeeting, Lazy Lady, Stop-the-Jade and Stone Arabia.

The end of the 19th Century and the beginning of the 20th witnessed a great development of American manufacturing. The chief contribution of the period to naming was the development and popularization of new names fabricated from raw materials. In 1866 a town in Georgia took a name coined from Atlantic Transportation Company and became Atco. Backward spellings of familiar names gave rise to an appreciable number of others which were certainly original, not to say fantastic—Lebam, Seloc, Maharg, Rolyat. Ti in Oklahoma was formed by the complicated process of taking the initials of Indian Territory and reversing them. The manufactured name appealed greatly to the founders of company towns. The W. E. Steward Land Company yielded Weslaco; Louisiana-Texas Orchards, Latexo, Aluminum Company of America, Alcoa. All over the country the ending -co came to have the value of a suffix, to indicate a company town.

The appearance of many names expressive of modern ideas continued to show the American imagination was not decadent. Post offices were called Xray, Phoneton, Electron, Radium, Gasoline and Radio. Van Dyke, Mich. gave its streets such names as Ford, Packard, Dodge and Cadillac. A Kansas town, dubiously called Bee Pee, became Chevrolet.

The heroes of popular literature, radio and screen have gained their memorials. There is a Gene Autry in Oklahoma and a Tarzan in Texas. When Nevada ranchers fell into a dispute over a name, the squabble reminded someone of the quarrels in a comic strip, and the place became Jiggs. Lum and Abner in their program made famous the mythical hill-billy settlement called Pine Ridge but used the actual atmosphere of Waters, Ark. The people of Waters tuned in. Far from taking offense, they laughed and approved. In the end they changed the name of Waters to Pine Ridge.

The land has been named, and the names are rooted deep. Lake Mead may fill with silt, and Lake Michigan again spill south to the Gulf—but the names may still remain.

Delmar, Texarkana, Atco, Alcoa, Lexington, Missouri, Fort Wayne, Washington, Jefferson City, Lincoln, Ten Mile Creek, Little Round Top, Mount Pleasant and Richland. After all else has passed, the names may yet remain.



Tennessee has such despairing descriptions as Nameless, Defeated. Carthage betrays classical touch. Gallatin was named in 1802 after Jefferson's Secretary of the Treasury.

BOMBARDIER SAVES FACE BY A CLOSE SHAVE



He liked his Schick Shaver in civilian days, this bombardier-navigator writes us from the South Pacific, "but I never appreciated it fully until I came overseas. A tough beard here means a daily struggle, as clean shaves are necessary for close fitting of oxygen masks."

You, of course, don't have to worry about oxygen masks—but it's good to know that your Schick does that clean and smooth a job. And does it comfortably, without the scrape, burn,

pull or nick of old-fashioned shaving.

When our war work is finished we'll build a new and finer Schick. Meantime we help keep your old one Schick-shape at the offices listed below.

They'll check, clean or overhaul it for a cost so small it's hardly worth mentioning. They'll use only genuine Schick parts for replacements—even give you the new 2M Hollow-Ground Shearing Head for only \$3.00 (slightly higher in Canada).

SCHICK INCORPORATED, Stamford, Conn., U. S. A.

MAIL YOUR SCHICK for expert servicing and genuine Schick renewal parts—including the famous 2M Hollow-Ground Shearing Head—to any of these offices:

ALBANY 7, N. Y. 938 Natl. Savings Bk. Bldg.	DALLAS 1, TEXAS 611 Southland Life Bldg.	MILWAUKEE 3, WIS. 132 W. Wisconsin Ave. Rm. 312	PROVIDENCE 3, R. I. 506 Turks Head Bldg.
ATLANTA 3, GA. 517 Forsyth Bldg.	DENVER 2, COLO. 501 Colorado Bldg.	MINNEAPOLIS 2, MINN. 612 Ames Bldg.	ROCHESTER 4, N. Y. 705 Temple Bldg.
BALTIMORE 1, MD. 111 N. Charles St.	DES MOINES 9, IOWA 413 Fleming Bldg.	NEW YORK 17, N. Y. 17 East 42nd St., Rm. 600	ST. LOUIS 1, MO. 23 Mezzanine Arcade Bldg.
BOSTON 9, MASS. 630 Boston C. of C. Bldg.	DETROIT 26, MICH. 906 Industrial Bk. Bldg.	NEWARK 2, N. J. 810 Raymond-Com. Bldg.	SAN FRANCISCO 5, CALIF. 787 Monadnock Bldg.
BROOKLYN 17, N. Y. 1007 Fox Bldg. Nevins St.	HARTFORD 3, CONN. 1001 American Ind. Bldg.	OKLAHOMA CITY 2, OKLA. 206 Hightower Bldg.	SEATTLE 1, WASH. 701 Republic Bldg.
BUFFALO 3, N. Y. 632 Brisbane Bldg.	HOUSTON 2, TEXAS 521 Shell Bldg.	OMAHA 2, NEB. 647 Omaha Natl. Bk. Bldg.	STAMFORD, CONN. 45 Garden St.
CHICAGO 3, ILL. 212 Palmer House 119 So. State St.	INDIANAPOLIS 4, IND. 703 Merchants Bk. Bldg.	PHILADELPHIA 7, PA. Room 2640-7, P.S.F.S. Bldg. 12 So. 12th St.	WASHINGTON 5, D. C. 521 Bond Bldg.
CINCINNATI 2, OHIO 413 Traction Bldg.	KANSAS CITY 6, MO. 710 Fidelity Bk. Bldg.	PITTSBURGH 22, PA. 908 Investment Bldg.	CANADA
CLEVELAND 14, OHIO 9 Union Com. Bldg. Arcade	LOS ANGELES 13, CALIF. 443 So. Spring St.	PORTLAND 3, ME. 210 Bank of Com. Bldg.	CALGARY, ALTA. 112A Seventh Ave. W.
COLUMBUS 15, OHIO 1200 Beggs Bldg.	MIAMI 32, FLA. 112 Shoreland Arcade	PORTLAND 5, ORE. 1134 American Bank Bldg.	TORONTO, ONT. 78 Richmond St. W.

★ FREE TO MEN IN ARMED FORCES: Bring or send your Schick Shaver to any of the above offices. It will be inspected, cleaned and lubricated Free. ★

SCHICK ELECTRIC **SHAVER**
NOW FINISH THE JOB—BUY MORE WAR BONDS



THESE APPARENTLY BEHEADED LADIES DEMONSTRATE THE THREE BASIC TYPES OF TOPKNOT HAIRDOS: WITH A BRAID (LEFT), SOFT CURLS (CENTER) AND ROLLED

THE TOPKNOT HAIRDO

After nine years of trying, women get all their hair up

It took nine years for women's hair to move up off the neck and shoulders to the very top of the head in the current fashion variously called the doughnut, sausage or topknot hairdo. In 1936, at the first show held by the American Hair Design Institute, a few mildly upswept hairdos were demonstrated. Shortly after, some models, actresses and women who make fashion their business timorously began pushing up their hair. They started at the back, brushing the hair slightly forward and sideways. Gradually the brush strokes took in more and more of the hair and by last



JEWELLED CROWN FASTENS LIKE BARRETTE, COSTS \$20



STRAND OF SMALL PEARLS SEWED ON COMBS COSTS \$4



NARROW CIRCLET IS KEPT IN PLACE BY COMBS



(RIGHT). SURROUNDING THEM ARE A VARIETY OF SUITABLE ORNAMENTS

winter all the hair—front, sides and back—was brushed up from the roots into a roll or mass of curls at the top. As a result many women this summer look a little like Madame Récamier or yesteryear's washerwoman.

A topknot is easy to make but hair should be at least eight inches long. On the next page Mr. Leon of the American Hair Design Institute shows how. The topknot has the hot weather virtue of being cool. It may be worn unadorned or with any one of the many ornaments shown on these pages.

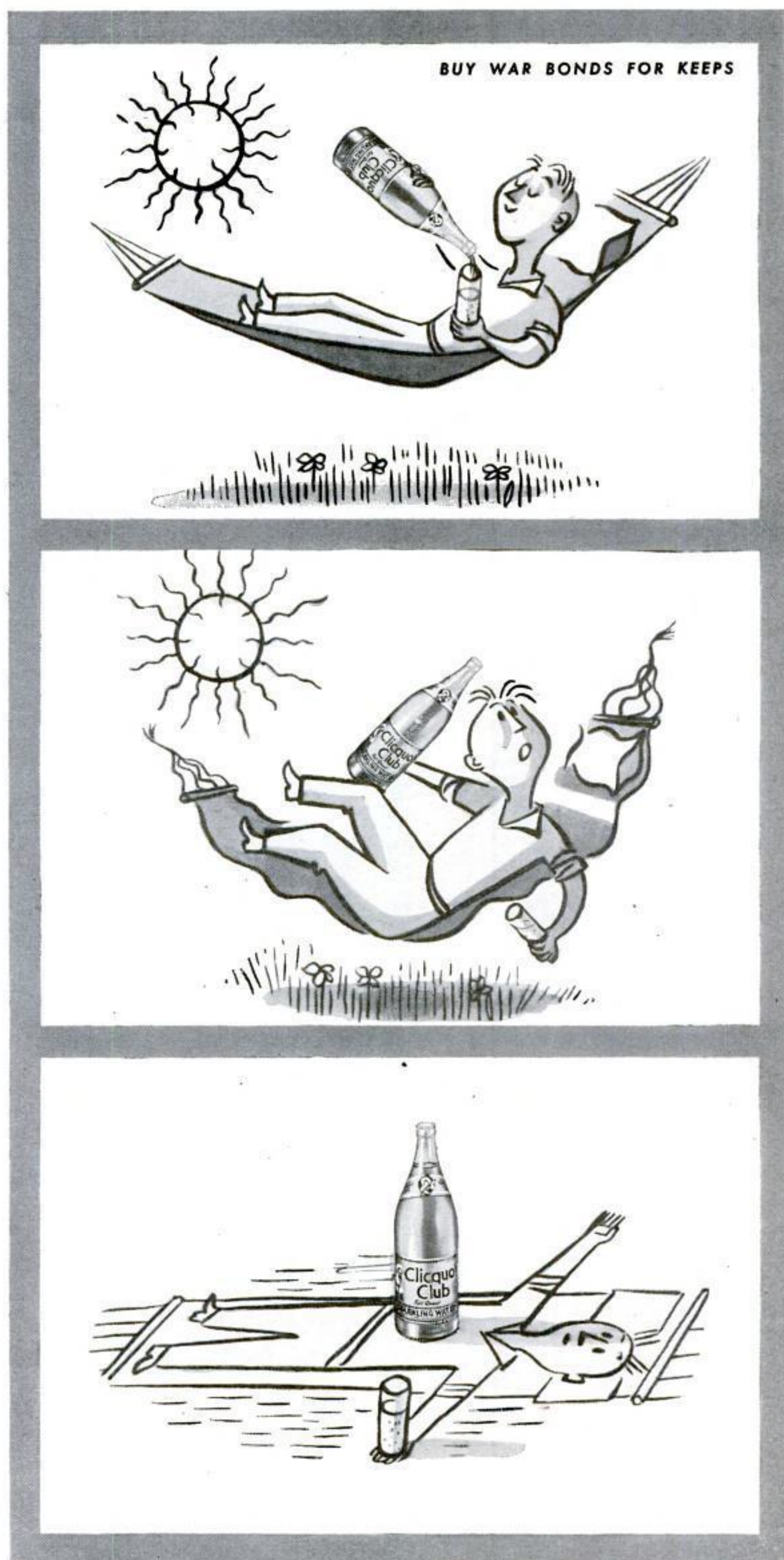


HALF CROWN DECORATES FRONT



TWISTED CORD IS TIED AROUND HAIR

CONTINUED ON NEXT PAGE



Never flat!



Always brimming-full of sparkling, tingling energy — right down to the last sip. That explains Clicquot Club Sparkling Water's fame as a lively mixer. Its countless tiny bubbles *fizz and fizz and fizz*. In Sparkling Water it's the *sparkle* that counts. Ask for Clicquot Club for "life."

Clicquot Club
Sparkling Water

In full 32-ounce quarts and smaller sizes

H. W. AYER & SON



Next time, Mom,
don't wish so hard!



BABY: 'Smatter, Mom? You wished you could have my "soft life" for a change, didn't you?

MOM: Yes—but I want to switch right back! I'd forgotten babies were so helpless—and had so many things to make 'em uncomfortable. A baby's life is hard!

BABY: Not if a baby's mama is smart! Not if she does things he can't do for himself—like keeping his tender skin smoothed up with Johnson's Baby Oil and Johnson's Baby Powder!

MOM: Say! Guess I've fallen down there! But... why both?

BABY: They're for different things, Mom! Johnson's pure, gentle Baby Oil to keep me cherub-soft all over and help prevent what doc calls "urine irritation."

And Johnson's Baby Powder for cooling sprinkles that make chafes and prickles scat like THAT!

MOM: Okay, bright baby—from now on you get treated right—with Johnson's!



BABY: Can't do better than that, Mom—ask any doctor! Quick—swap places and let's scoot to the drugstore now!



Johnson's Baby Oil
Johnson's Baby Powder

Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.



Topknot Hairdo CONTINUED



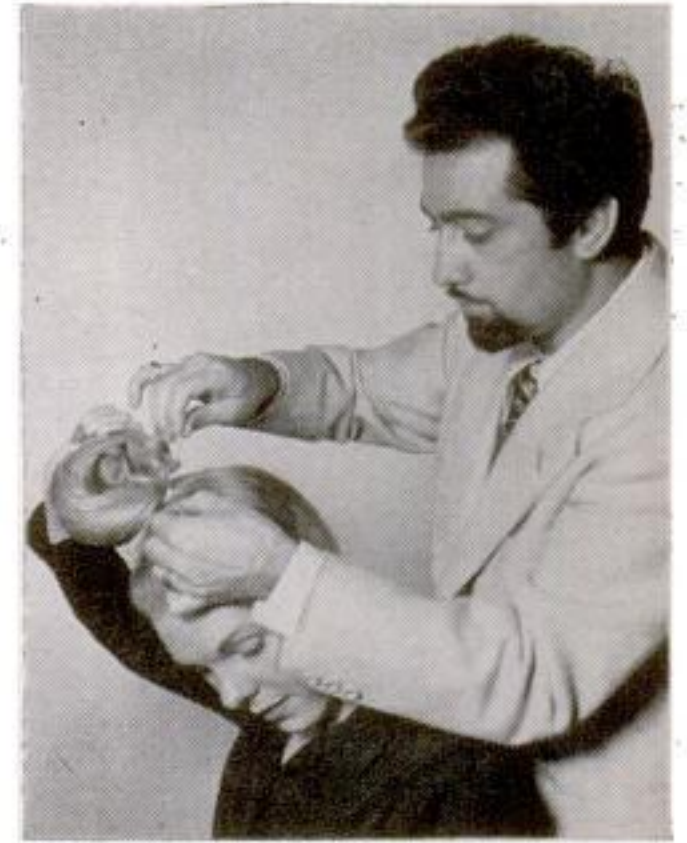
To make a topknot, first brush hair down. This takes out snarls and makes it shine.



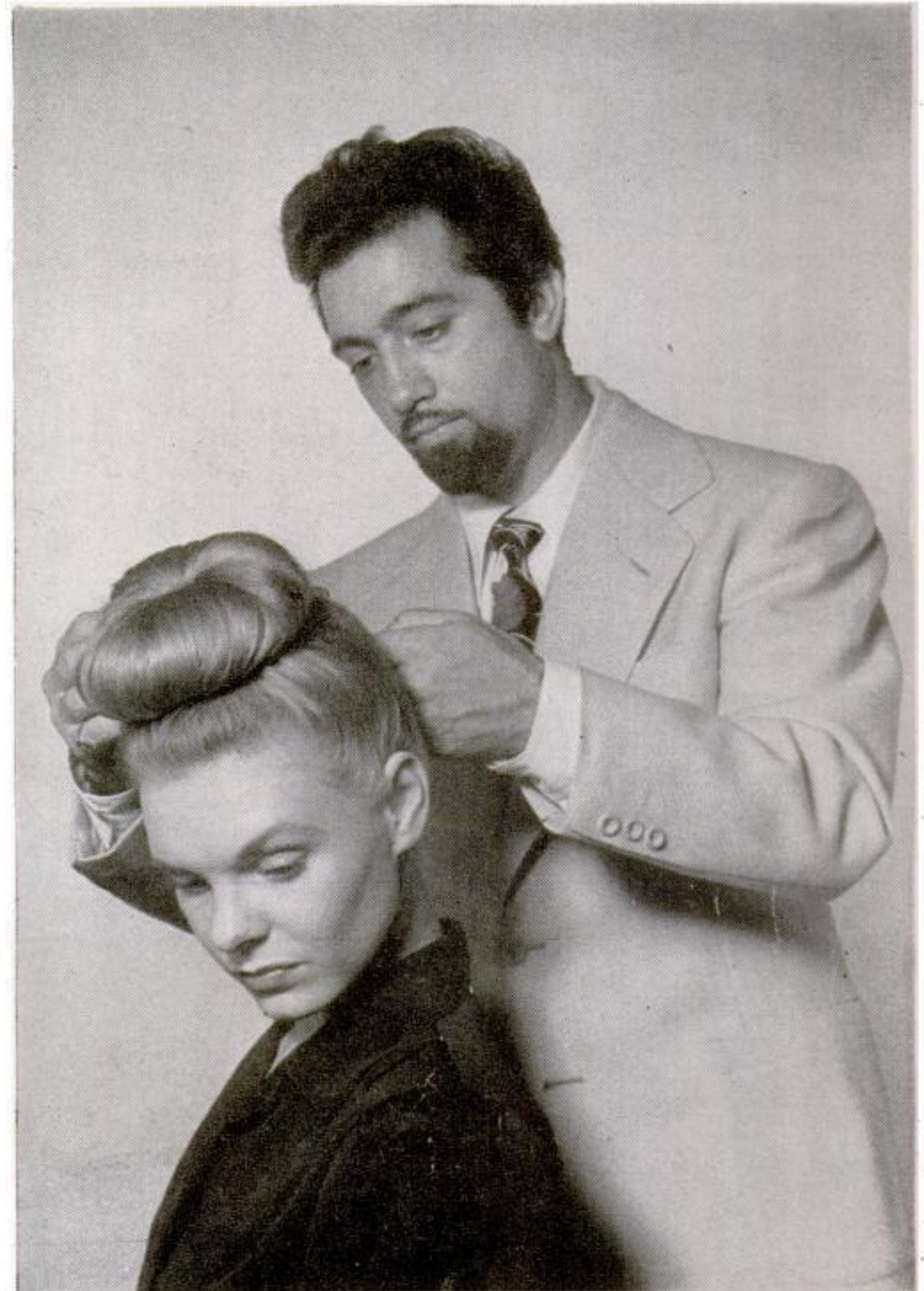
Hold the ends loosely in one hand and start brushing up, beginning at the back.



Brush up the sides and front and keep brushing until all hair tends to stay up.



Tie hair close to the head with a string. Avoid rubber bands which split the hair.



Comb down the portion of hair above the string and pin under to form a doughnut (above). Small combs or hairpins may be used in back to keep stray ends in place. Rats, often used to fill out the roll, should be used cautiously as they often show.

Meat—for war

BACON, OVERSEAS SLICED

... developed by the meat packing industry with the U. S. Army Quartermaster Corps.

A big advance over the heavily salted slabs of canned bacon of World War I.

It has complete proteins in its lean, energy in its fat, and "Back Home" flavor in its eating.



A can of bacon is a small thing in a world at war. Yet isn't it a symbol of so many things our country is trying to do for our fighters?

They are fighting to preserve us as a nation of individuals.

Such new meat products as sliced-bacon-in-a-can, frozen boneless beef, canned grilled hamburgers, and meat and gravy are a few of the things the meat industry is turning out to give better food to fighters.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

DOCTORS PROVE 2 out of 3 women can have Lovelier Skin* in 14 Days!

14-DAY PALMOLIVE PLAN TESTED BY 36 DOCTORS ON 1285 WOMEN WITH ALL TYPES OF SKIN!



"My complexion had lost its soft, smooth look," says Mrs. William Grier of Philadelphia. "So I said 'yes' when I was invited to try the new 14-Day Palmolive Plan—along with 1284 other women of all ages—from fifteen to fifty! My group reported to a leading Philadelphia skin specialist. Some of us had dry skins; some oily; some average. After a careful examination, we were given the plan to use at home for 14 days.



"Here's the Palmolive Plan: I washed my face 3 times a day with Palmolive Soap. Then—each time—for a full 60 seconds—massaged onto my skin Palmolive's lovely soft lather, as you would a cream. Then rinsed. This cleansing massage brought my skin the full, beautifying effect of Palmolive's lather. After 14 days, my doctor agreed my complexion was brighter, smoother, cleaner. Try this wonderful 14-Day Palmolive Plan for *your* skin!"

YOU, TOO, may look for these skin improvements in only 14 Days!

*LESS OILY CLEARER!



"My skin became less oily," says Emilie Baumann of Philadelphia. Excessive oiliness often leaves skin blotchy-looking—robs it of that clear, lovely look. The 14-Day Palmolive Plan brought actual definite gains to 89% of 367 women who had oily skin. See if it won't help *your* skin become less oily—clearer.

*LESS COARSE-LOOKING SMOOTHER!



"Skin less coarse-looking in 14 days!" says Mary Sullivan of New York. The 36 doctors reported almost two-thirds of all the women tested had smoother—actually finer looking skin. Reason enough for every woman who longs for a younger looking complexion to start the Palmolive Plan today!

*FEWER TINY BLEMISHES!



Tiny blemishes—incipient blackheads, often caused by improper cleansing, respond in most cases to the 14-Day Palmolive Plan. "My skin improved a lot," says Mercy-Jo Payne of San Francisco. The doctors found finer looking, clearer skins in over half the cases tested. See what Palmolive can do for you!

*FRESHER, BRIGHTER COLOR!

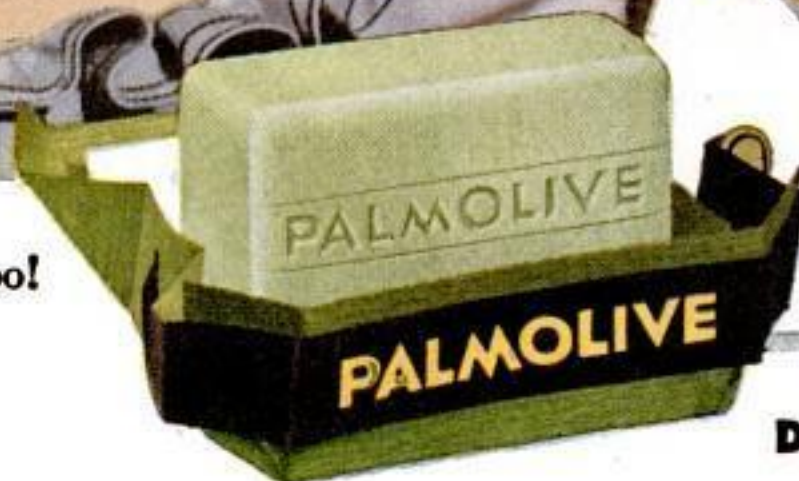


"Skin fresher, actually less sallow!" says Irene Benson of Brooklyn, N. Y., after testing the 14-Day Palmolive Plan. The 36 examining doctors report this same important improvement for 2 skins out of 3 among the 1285 women. See if this Plan won't bring you fresher skin—and in only 14 days!



NOW!...Palmolive comes in a New, Big Bath Size, too!

Try it—for tub or shower. It's solid. Thrifty. Long lasting. And how a man enjoys its rich, generous lather!



DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!



AT NIGHT ON GUAM THE LIGHTS OF THE BUSY PORT, THE SHIPS AND THE HARBOR INSTALLATIONS SPARKLE DEFIANTLY

GUAM

U.S. MAKES LITTLE ISLAND INTO MIGHTY BASE

PHOTOGRAPHS FOR LIFE BY J. R. EYERMAN

At Guam last August the U. S. armed forces gave a brilliant demonstration of one of their military specialties: the amphibious landing. Having taken the island from the Japs, they promptly started to demonstrate another of their military specialties: high-speed conversion of a quiet little island into a huge war base. Even before fighting had stopped the battered island shook to the pounding rhythm of rock crushers and heavy engines and echoed with the sound of tractor treads crunching on coral. New breakwaters thrust into the water to turn an anchorage into a real harbor. In the blue-green channel sluggish black floating dredges churned up muck and spewed it out through serpentine pipe lines. Cats and Macks and bulldozers puffed and backed and hacked, shaving away the jungle growth. Guam became alive and bustling with roads and road builders.

The peanut-shaped piece of land,

a thousand ocean miles from anywhere, began to glitter at night (*above*) like a continental metropolis.

What the U.S. wanted in the Western Pacific was a strategic site big enough for a good military base. Guam is located at the eastern corner of a Tokyo-Manila-Guam triangle. It is the largest land mass in 10,000,000 square

miles of water. But not until now has Guam seemed worth fortifying, either to the U.S., which took it from Spain in 1898, or to Japan, which took it from U.S. in December 1941. The U.S. has learned its value. Recently, Fleet Admiral Nimitz, who has moved the Navy's advanced headquarters from Pearl Harbor to Guam, gazed out over the island's ship-filled port and declared, "Here is our fleet base, now and after the war, whether we like it or not. We are responsible for peace in the Pacific and we must take that responsibility."



BEFORE THE WAR UNDEVELOPED GUAM LOOKED LIKE THIS



IT IS A HUGE FORWARD PORT

Guam has been changed, irrevocably and permanently. Acres of the island are covered with neat semicylindrical prefabricated huts, like those above on the shore of Apra Inlet, which store the Navy supplies. But the process of building is not over. In right foreground above new prefabricated parts of Quonsets are being put together—the plywood

floor laid out, the steel frames set up, the sheet-metal roofing put on. Twenty men assemble one of these 20x52-foot buildings in one day.

Ten months after its reoccupation Guam has been turned into the greatest forward port area in the world. Only Antwerp during the climax of the European campaign surpassed it in daily tonnage

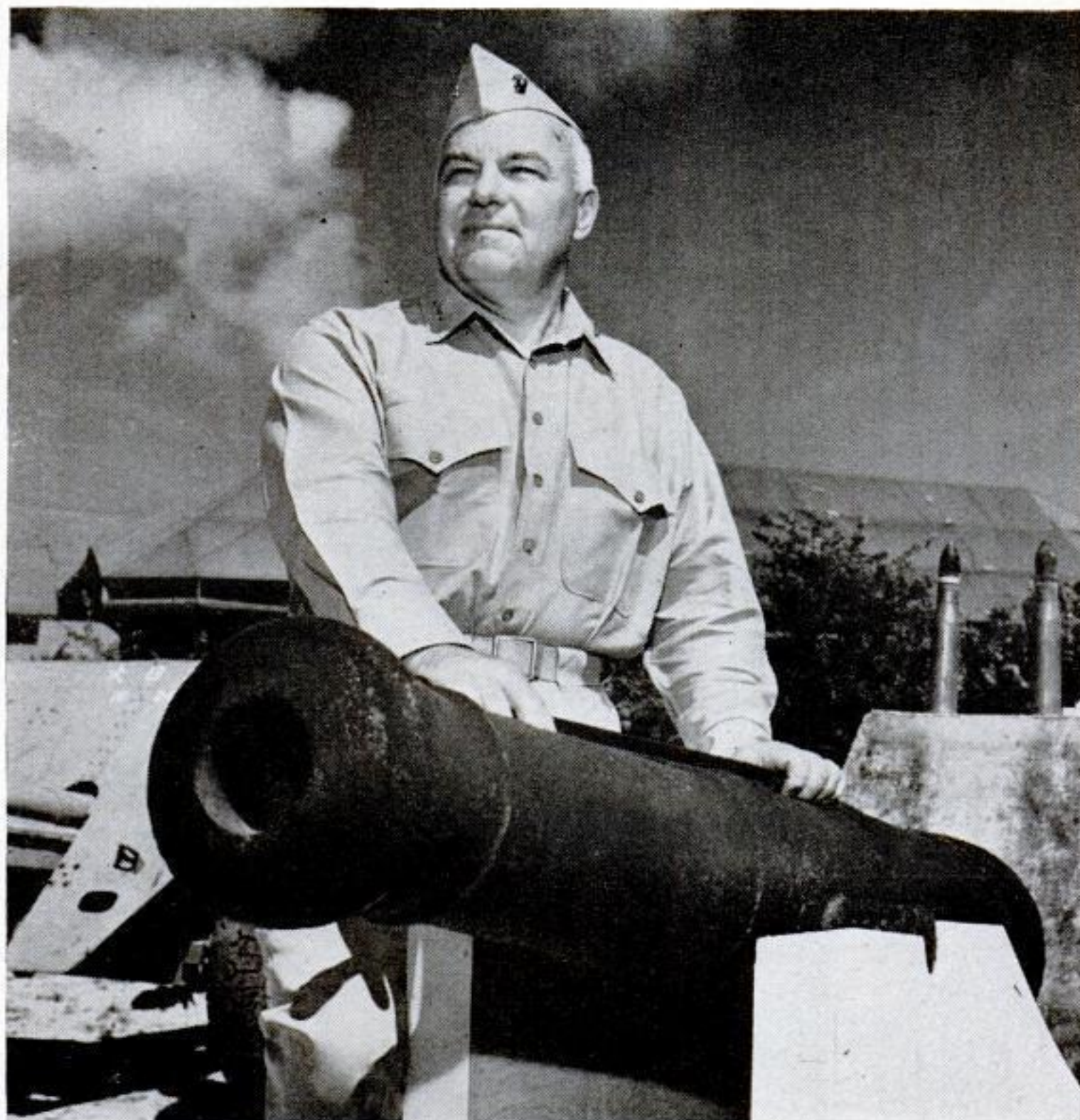


of cargo handled. Apra, Guam's harbor, which was once just a marshy inlet, has been deepened, widened and improved by the Seabees so that now it provides the Navy with anchorage, docks, fuel-supply, repair facilities comparable to Pearl Harbor's.

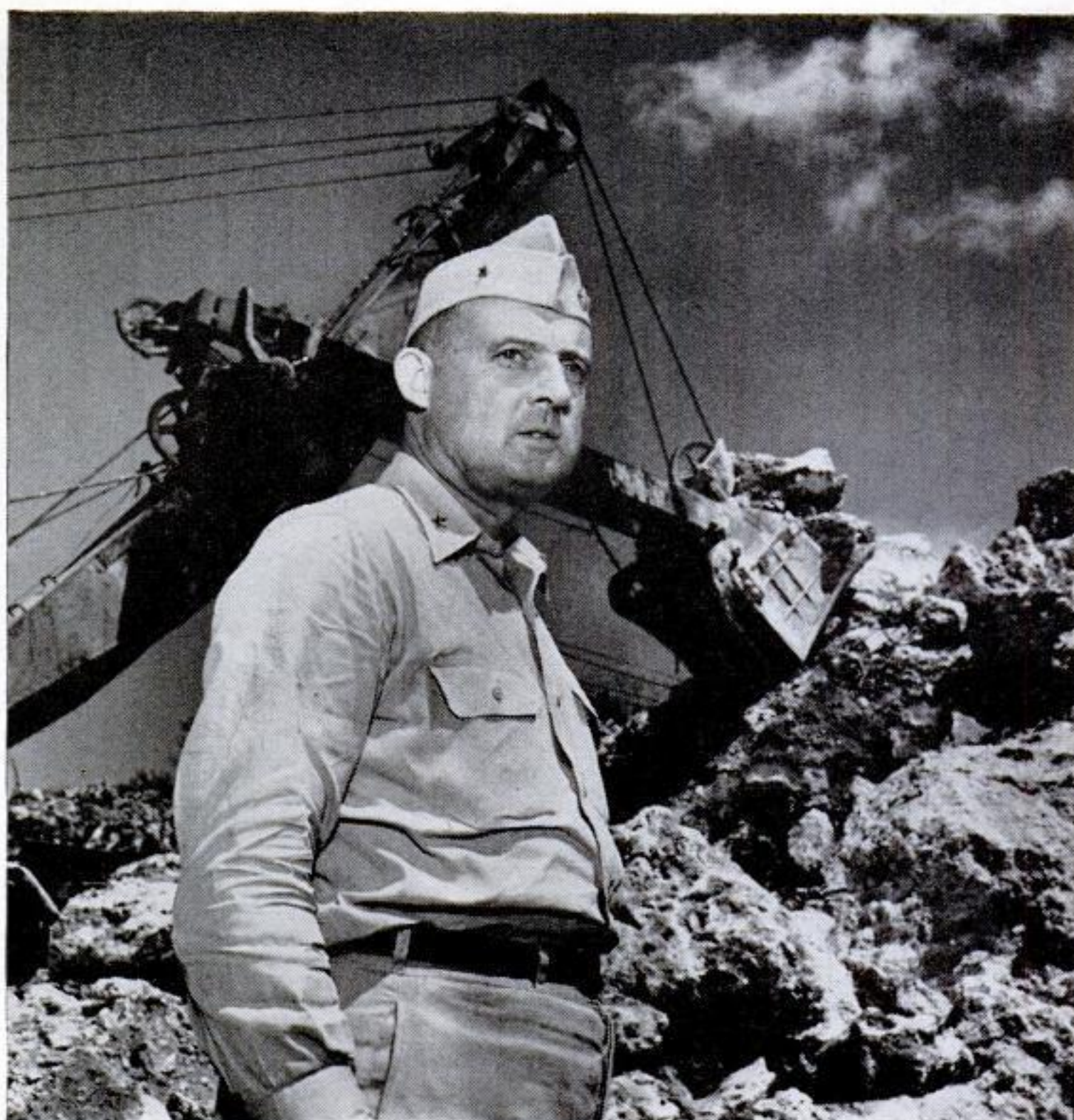
Agaña, Guam's Navy airport, handles more traffic than New York's La Guardia Field. Transports

buzz in from Hawaii, Iwo Jima, Ulithi, Okinawa and Manila. Through its modern terminal passengers, mail, airborne supplies and whole blood move westward. The wounded fly east. Altogether Guam has three new airfields plus two huge Superfortress bases (*see p. 69*). From their newly built asphalt runways B-29s zoom off regularly to bomb Japan.

The principal land source of fresh water for the fleet in the Pacific, Guam, which is administered by the U.S. Navy, is also one of the chief depots for fuel oil, ammunition and food. The island now has its own radio and power stations, asphalt works, tire-reconditioning factories, recreation and amusement facilities, hospitals, dairies, orchards, farms.



ISLAND GOVERNOR is Major General Henry L. Larsen, USMC, who landed on Guam with assault forces. A veteran of World War I, Larsen is big, tough, efficient.



ISLAND ENGINEER in charge of construction work is Commodore William O. Hiltabidle Jr., an Annapolis graduate, who rebuilt Pearl Harbor base after bombing.



NIMITZ AND STAFF sit around informally on the admiral's porch. Nimitz (*third from left*) has his chief of staff, Vice Admiral Charles H. "Sock" McMorris, on his right.

Rear Admiral Forrest P. Sherman, deputy chief, is third on Nimitz' left. Cottage next door has identical quarters for Admirals Halsey and Spruance when they are on Guam.



FROM GUAM FLEET ADMIRAL CHESTER W. NIMITZ SURVEYS A SMALL PART OF VAST PACIFIC OCEAN AREA WHICH HE COMMANDS

NIMITZ IS COMMANDER

There is so much gold braid on Guam that one rear admiral said recently, "An admiral around here is just another junior officer." Top dog of all the island's officers is Fleet Admiral Chester W. Nimitz, CINCPAC (Commander in Chief, Pacific Ocean Areas), who lives in a little white frame cottage on a hill, a site which he selected himself.

Every morning at 9, he has a conference with 15 to 20 high-ranking Army, Navy and Marine officers at his headquarters. Later he ponders problems of strategy while taking strenuous five-mile walks over the island's hills in shorts. He keeps in constant touch with General MacArthur, his co-commander in the Pacific, and with Chiang Kai-shek.



MARINE DRIVE, the main road on Guam, is four-lane coral-surfaced highway which circles the island and in one place cuts a small mountain squarely in two. Construction gangs have built 360 miles of highway on the island. Until recently the road-building

parties needed the protection of armed guards, who used to bring in a fresh covey of ten to 50 diehard Japanese practically every day. If a man wandered far off the main road, he might be found later with a knife in his back, a victim of Japanese ambushers.

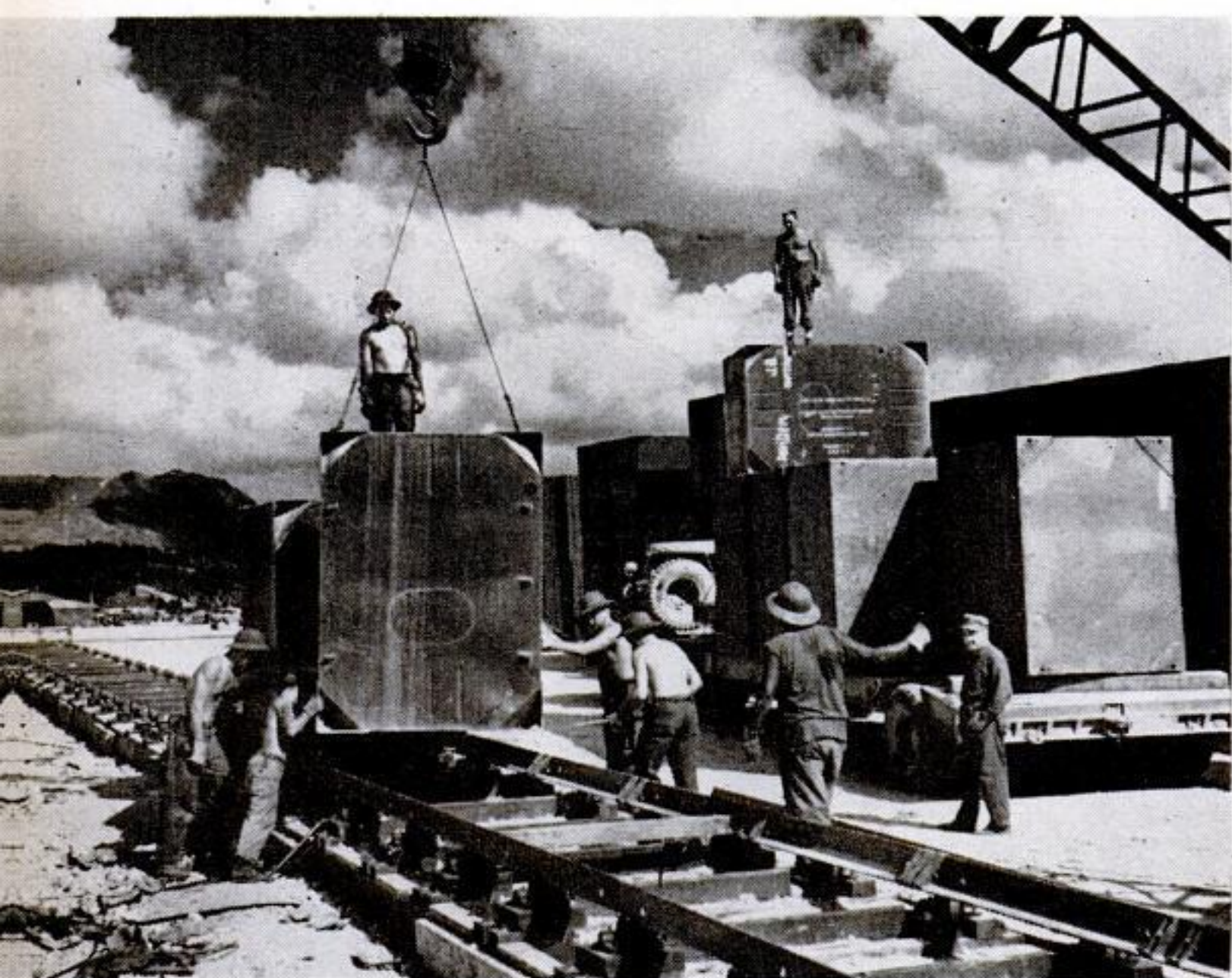


NORTHWEST FIELD, completed a month ago for the exclusive use of Guam-based Superfortresses, has capacity of more than 200 B-29s. Its 8,500-foot runway, from which planes can take off at the rate of eight per minute, is longest paved runway in the world,

half a mile longer than the No. 1 runway at New York's La Guardia Field. The big planes sit out in the open, in their single and double revetments, lashed down in the event of bad weather, which is infrequent on Guam. Japanese bombers are no longer a menace:



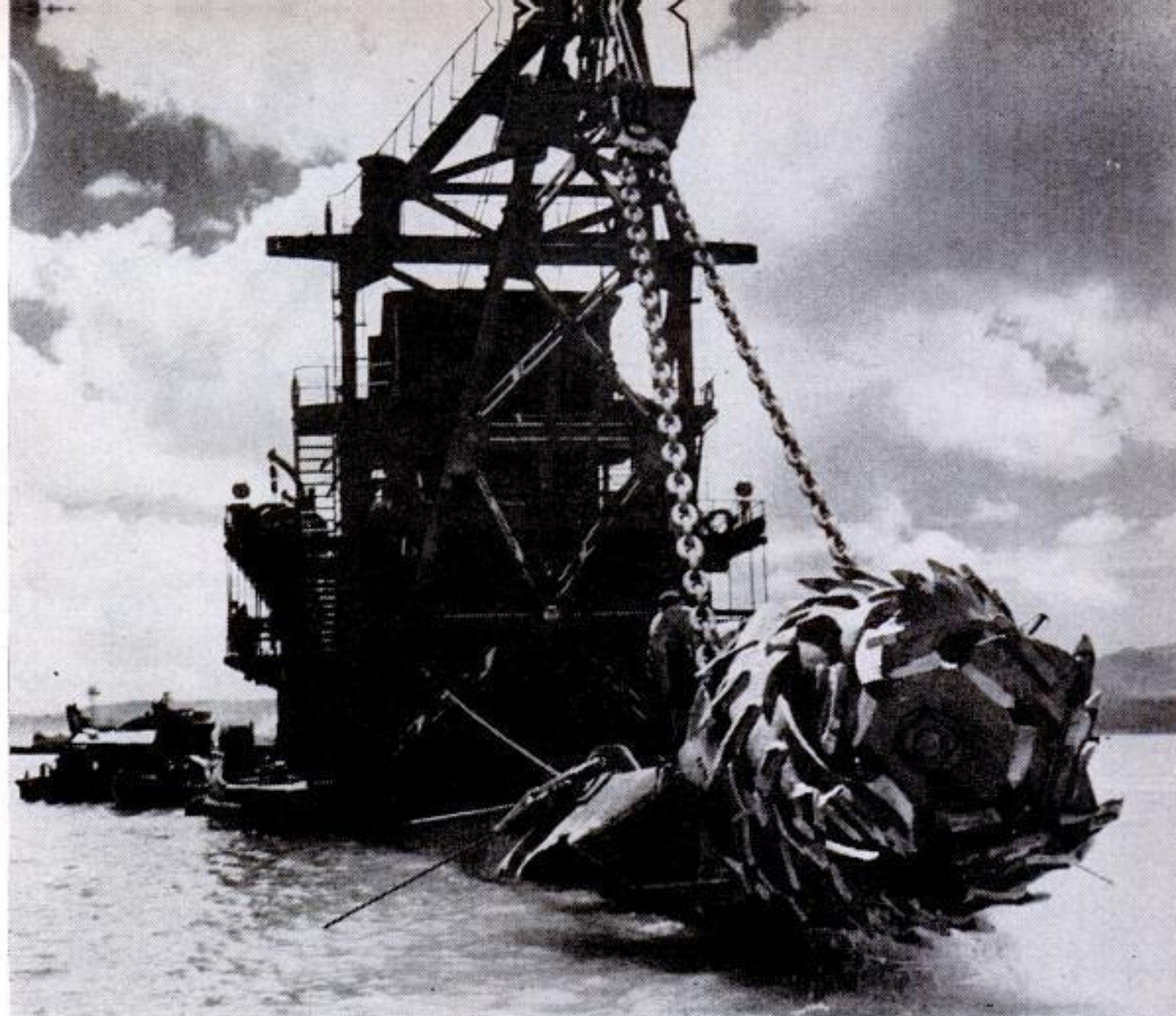
ASPHALT PLANT heats crushed coral, adds tar to make a hard-surface compound for Guam's roads and airfields. Dust comes from waste coral being blown off.



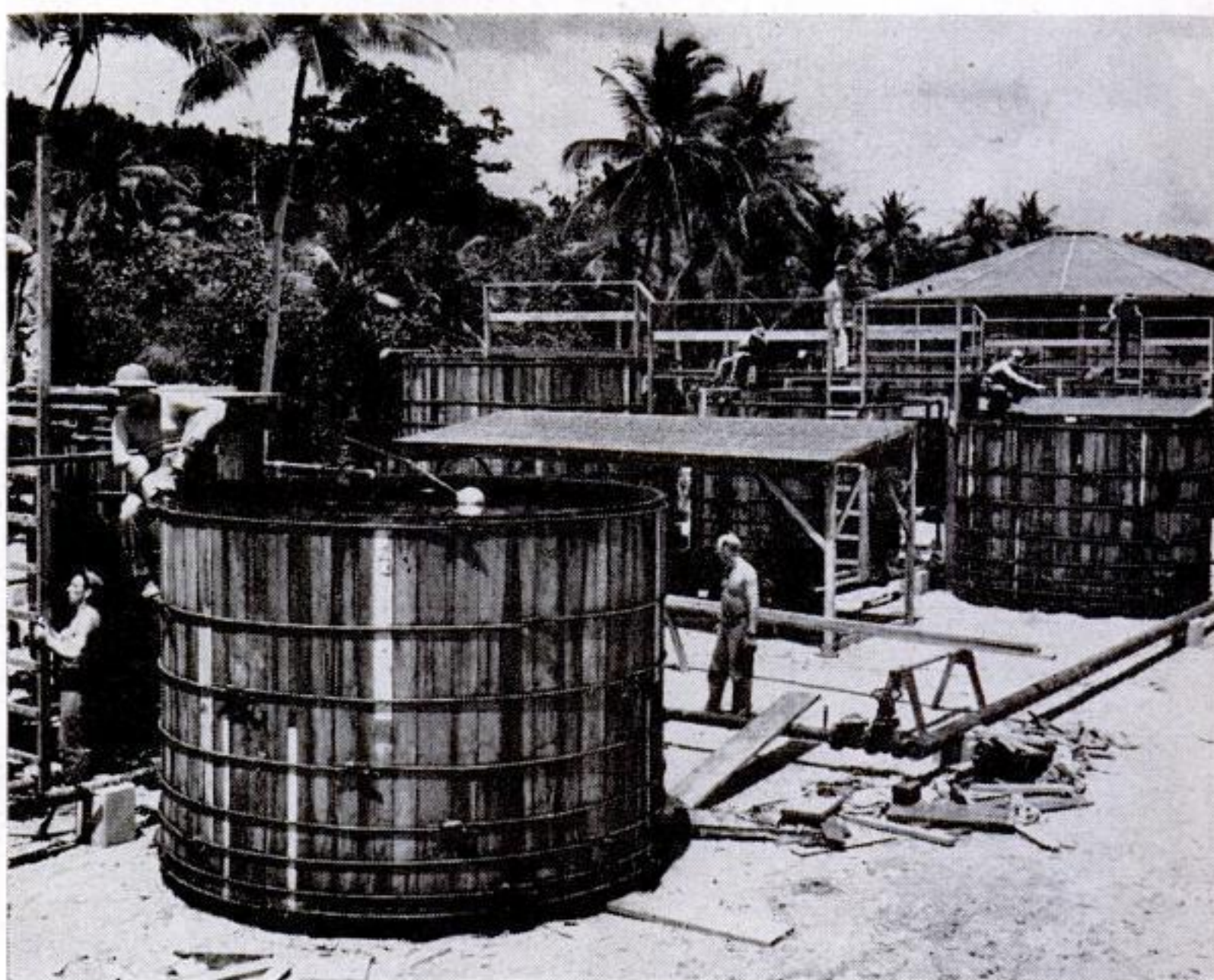
PONTOON PLANT assembles flat steel sheets into dock sections for use in invasions. Most of crew shown here will go into beachhead, complete assembly there.



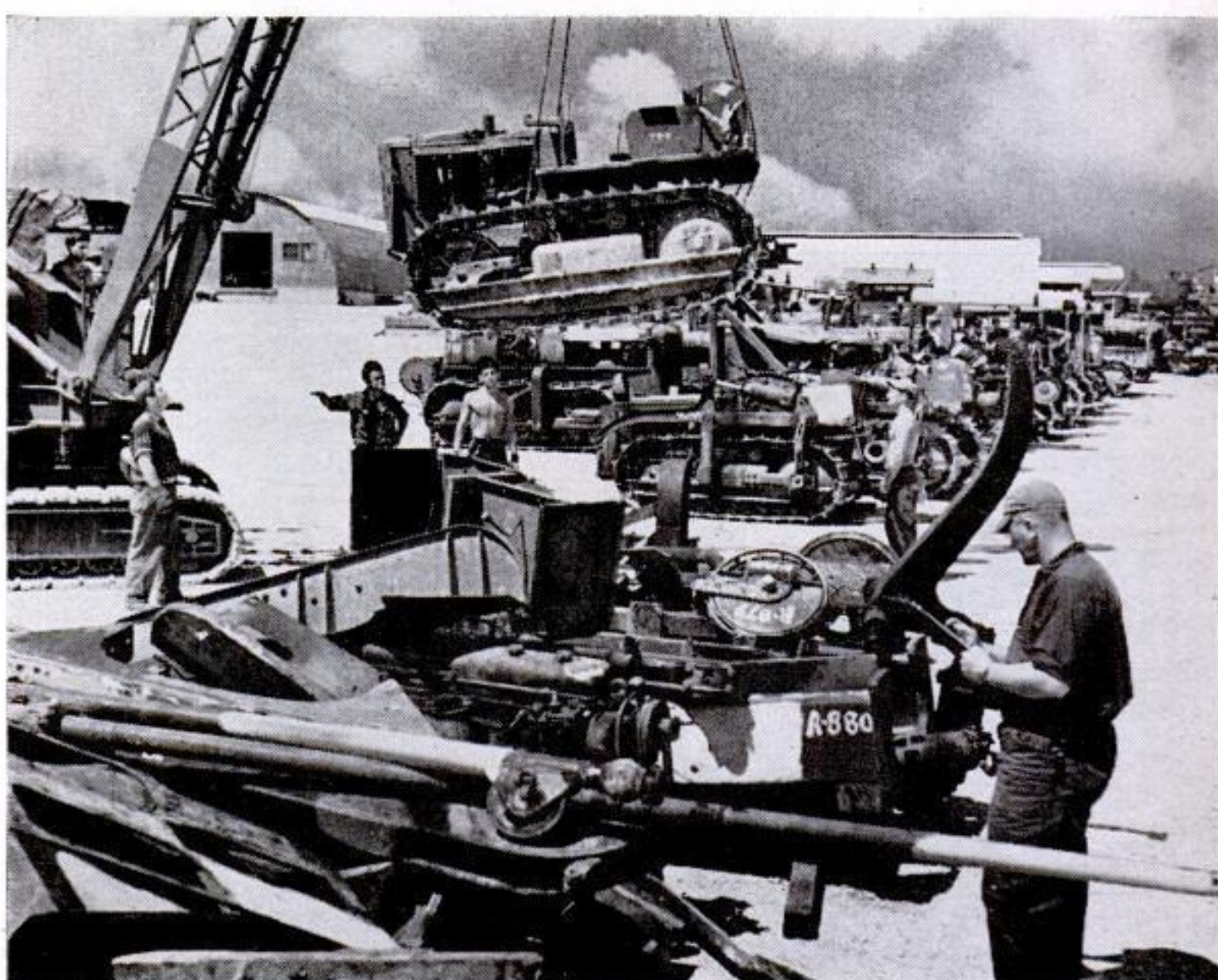
CHUNKS OF CORAL, blasted from the bottom of the ocean, are dumped by trucks to make foundation for breakwater being built by Seabees at Apra Harbor.



BIG DREDGE in Apra Harbor has giant teeth on its boring edge which chew up the coral and sand bottom as they rotate. After bottom is loosened, it is sucked up and pumped away.



WATER-STORAGE UNIT chlorinates the water from springs and rivers, then pumps it to nearby camps. This installation is equal in capacity to water system for city of 10,000.



SALVAGE YARD, where worn-out equipment is carefully repaired and card-indexed, is maintained to stop waste. Many Seabees here used to work in auto-wrecking businesses.



SEABEE GLENN SELBY OF BURNIPS, MICH., FIREMAN FIRST CLASS, RUNS CARRYALL CATERPILLAR, A BIG BULLDOZER, ON GUAM

MACHINE AGE CHANGES ISLE

The machine age came to Guam in a sudden rush when the Americans reconquered the island. In the past ten months Army and Marine engineers and Seabees have made more physical changes on the island than the Japs had made in three years and other Americans in the 43 years before.

There are no officers' "palaces" on Guam. Everything there is made for use. More than anything

else, Guam is a monument to the energy of the Seabees. A "tired battalion" of Seabees built a 1,500-bed hospital there in 57 days. Natives are impressed by the big men in their big machines who can lay a road right past a village in an afternoon. In native villages there are usually Seabees tinkering around or learning about native "shell bags" which they then make themselves and sell as souvenirs.

GUAM CONTINUED

ITS NATIVES ARE LOYAL TO U.S.A.

Since Guam was taken over in 1898, the U.S. insular administration has had consistently peaceful relations with the natives. The population, which springs from the Chamorro stock indigenous to the Marianas Islands, has been intermixed with Chinese, Japanese, Mexican and Spanish. Intelligent, adaptable, friendly and easy-going, the Guamanians took readily to American sanitation, education and the forms of representative government which U. S. officials introduced. By the time of Pearl Harbor the entire local population of 22,000 had become directly or indirectly connected with the Navy or U. S. business concerns. Young Guamanian high-school graduates were and still are considered the best mess attendants in the fleet. Older men became office clerks for the naval government and corporations like Standard Oil and Pan American Airways. The island even boasted a well-to-do set which profited from the operation of native-owned stores, banks, businesses and real-estate developments depending on American patronage.

Under the Japanese, some Guamanians were killed or interned, many forced to work like coolies. The returning Americans have pushed some Guamanians around, forcing them to leave homes or farms to make way for military installations. But Guam is still glad to have the U.S. back. Old villages have been restored and new ones like Sinajaña (*right*) have been built. Last month the U. S. Congress appropriated \$15,000,000 to repair the damages which the U. S. forces did to civilian areas in retaking the island from the Japanese.



AFTER PLEDGING ALLEGIANCE to the American flag, Guam schoolchildren stand at attention as the local boy scouts lower the banner. This is a daily ceremony.



SCHOOL KIDS FROLIC AND PLAY RING-A-ROSY IN A



FREE HEALTH CLINIC in Sinajaña is run by Navy PhM D. N. Miller (*center*), who prepares to inoculate a group of schoolchildren with aid of native Navy-trained nurse.



GREEN FIELD NEAR SINAJAÑA SCHOOL. THIS VILLAGE WAS BUILT WITH U. S. HELP SINCE GUAM'S REOCCUPATION LAST AUGUST



NATIVE INDUSTRIALIST, Josef M. Ada, poses near his soap factory with his daughter. This was one of the first native enterprises set up after U. S. reoccupation.



CIVILIAN BUS LINE is run by and for natives with U. S.-supplied equipment. Like other American wartime bus lines, it has more customers than it can comfortably carry.

GUAM CONTINUED

IT IS A BASE FOR FUN TOO

Plane crews back from the exhausting 17-hour bomber run to Tokyo, submarine crews on land for the first time in months, both find Guam a pleasant base for rest and relaxation. The marines stationed on the island usually work from 5 a.m. until 1:30 p.m. and are then free for the afternoon and night to swim in the craters blasted out of the shal-

low coral on the ocean's edge, to play ball, to drink beer or just to sack out in their tents. Although there are 500 American nurses on Guam who are allowed to date officers, most enlisted men never have a chance to talk to a girl. They would gladly trade fancy tennis courts, USO shows and the tropical beach for one glimpse of the girls they left behind.



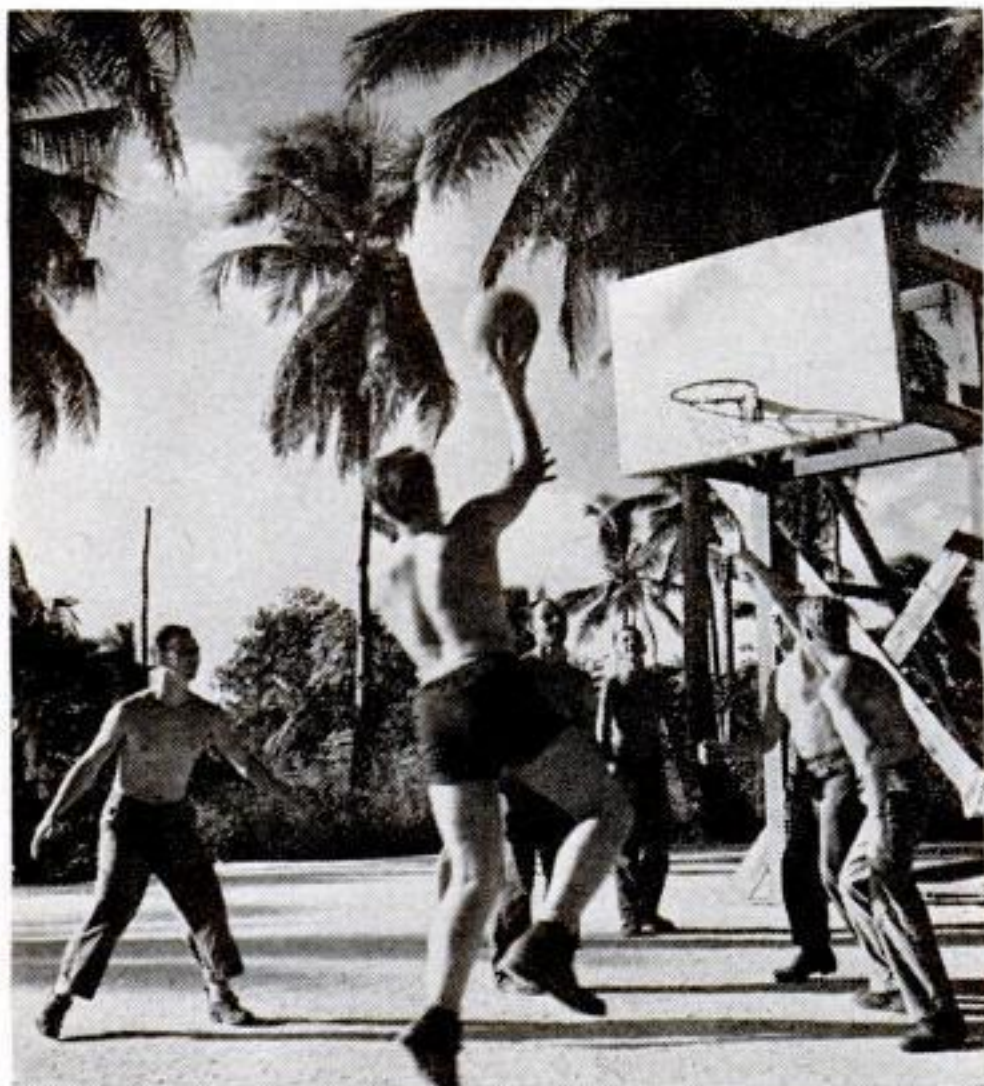
IN THE "GAB GAB BOWL," Guam's open-air theater, men are entertained by USO troupes and jazz bands.



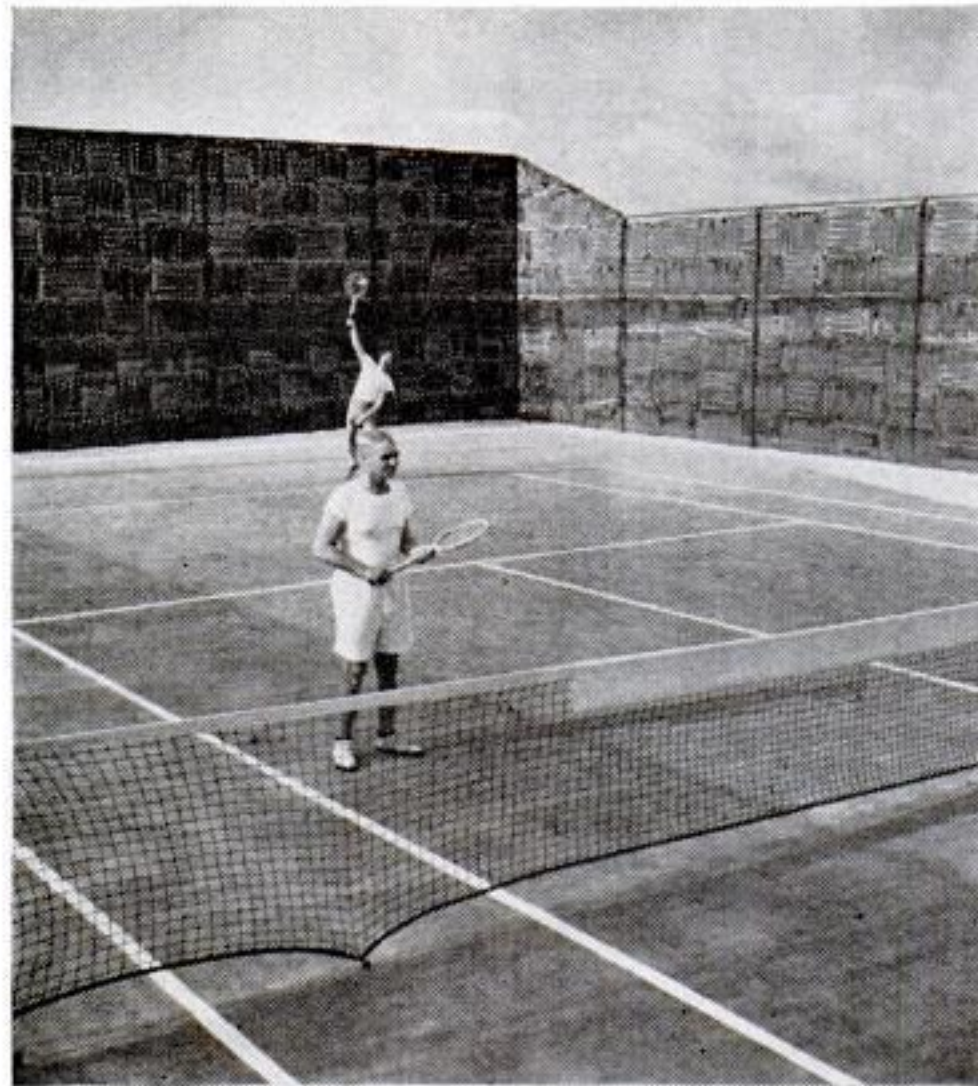
THE LOCAL BEER GARDEN, chiseled out of coral, is the favorite meeting place for thirsty enlisted men.



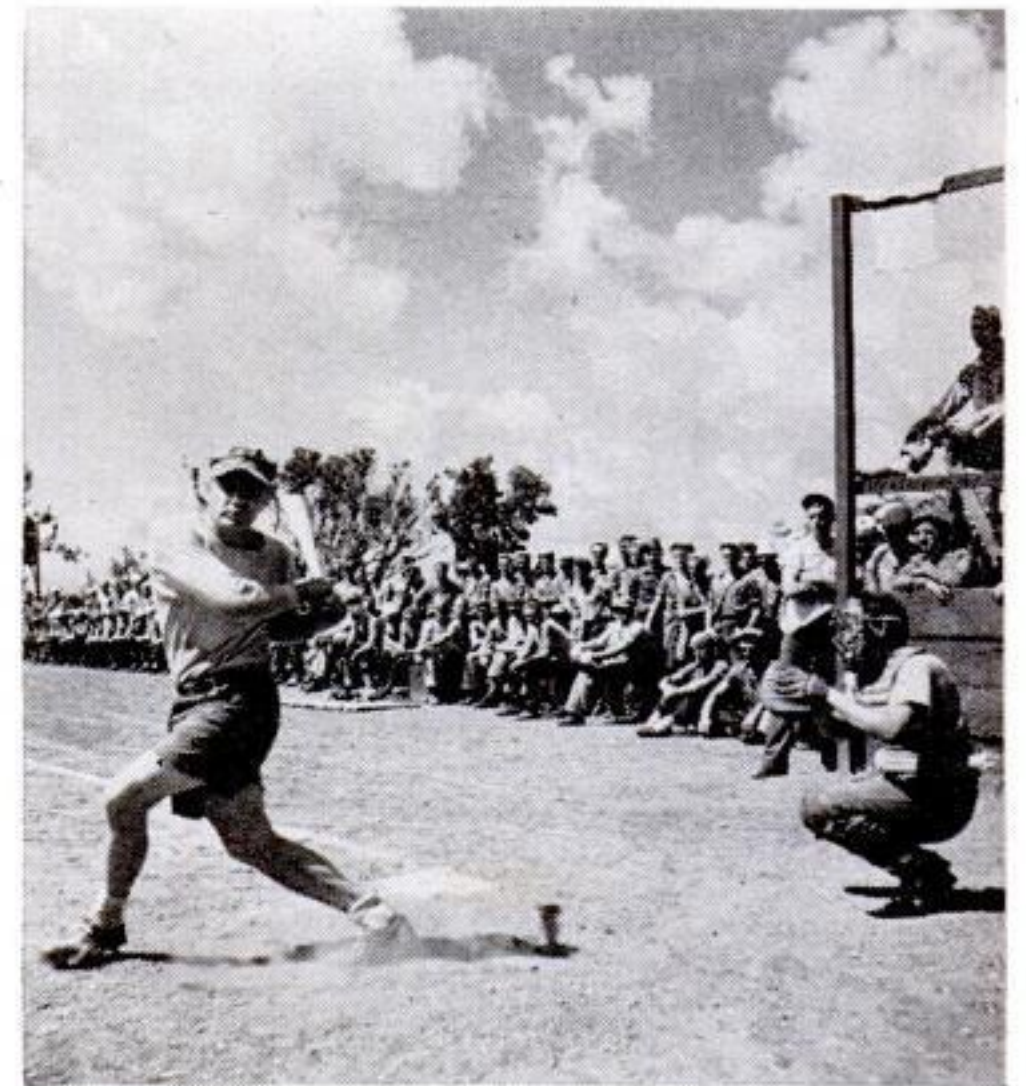
NATIONAL BANK of Guam is located in the town of Agaña. It is run for the natives by U.S. finance officers.



BASKETBALL is played after work by Seabees for "exercise." The outdoor court has tough, hard coral floor.



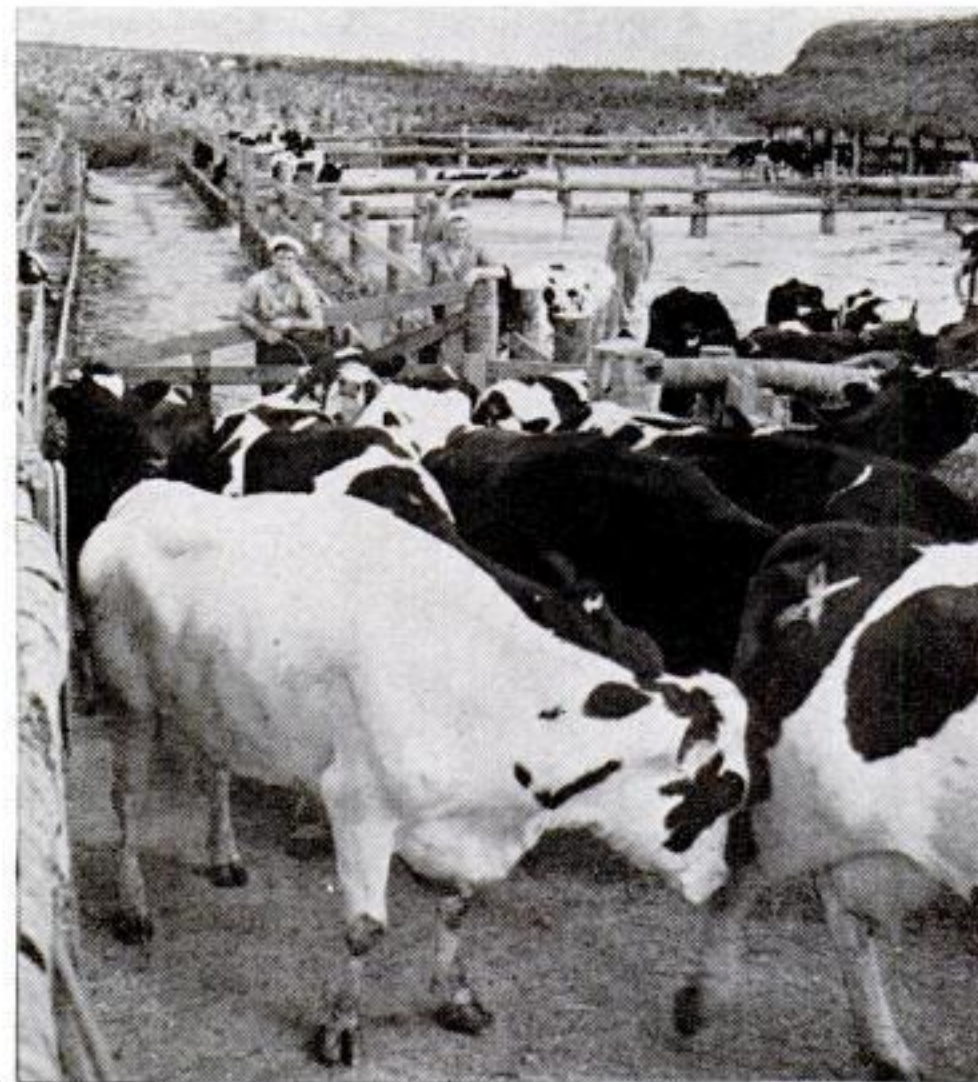
AT TENNIS Vice Admiral John Hoover teams up with Navy Sp 1/c Bobby Riggs (serving), 1941 U.S. champion.



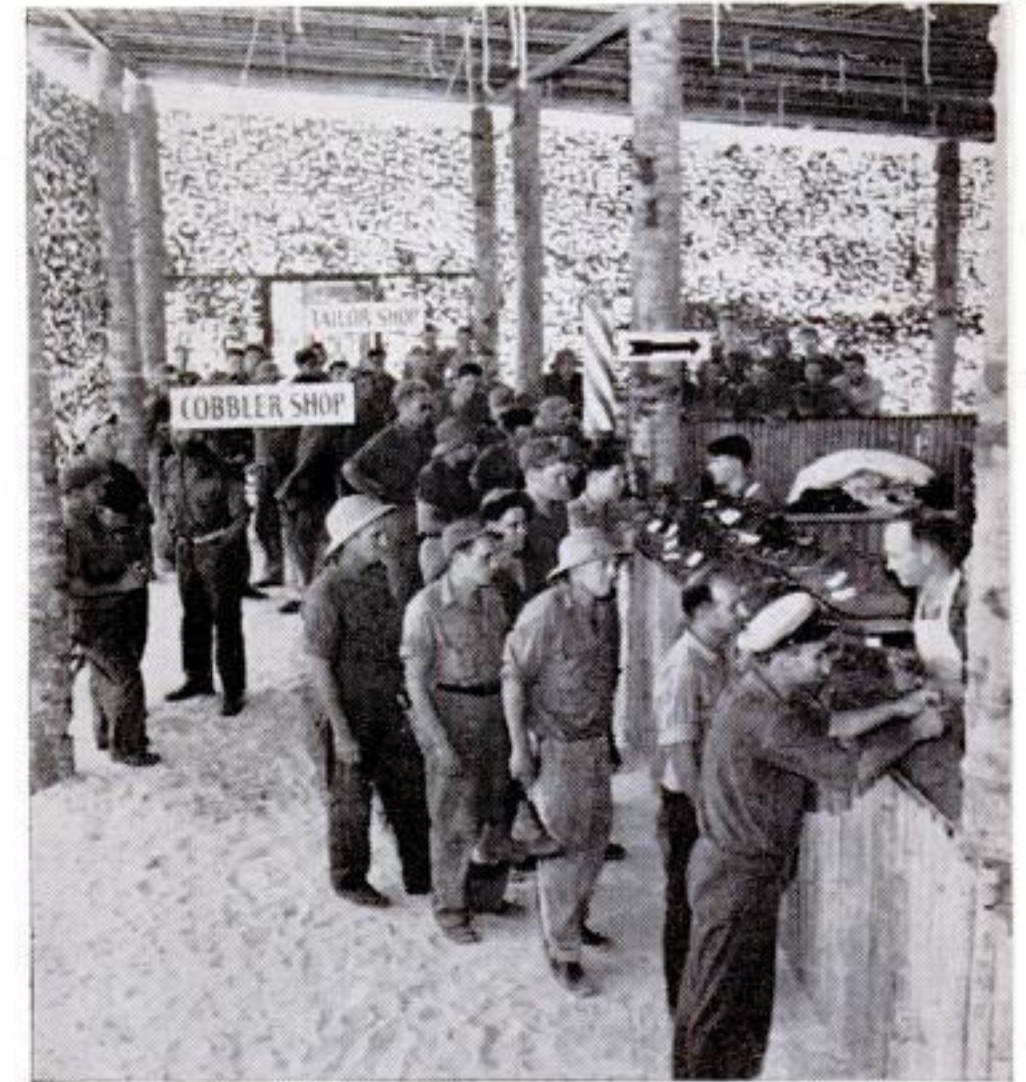
BASEBALL, played by teams of former big-league stars now in the services, is the most popular spectator sport.



PIGS sent from the U. S. by the Foreign Economic Administration help to supply the Navy with fresh meat.



COWS, imported as source of fresh milk, primarily for hospital cases, are tended by Navy men in special pens.

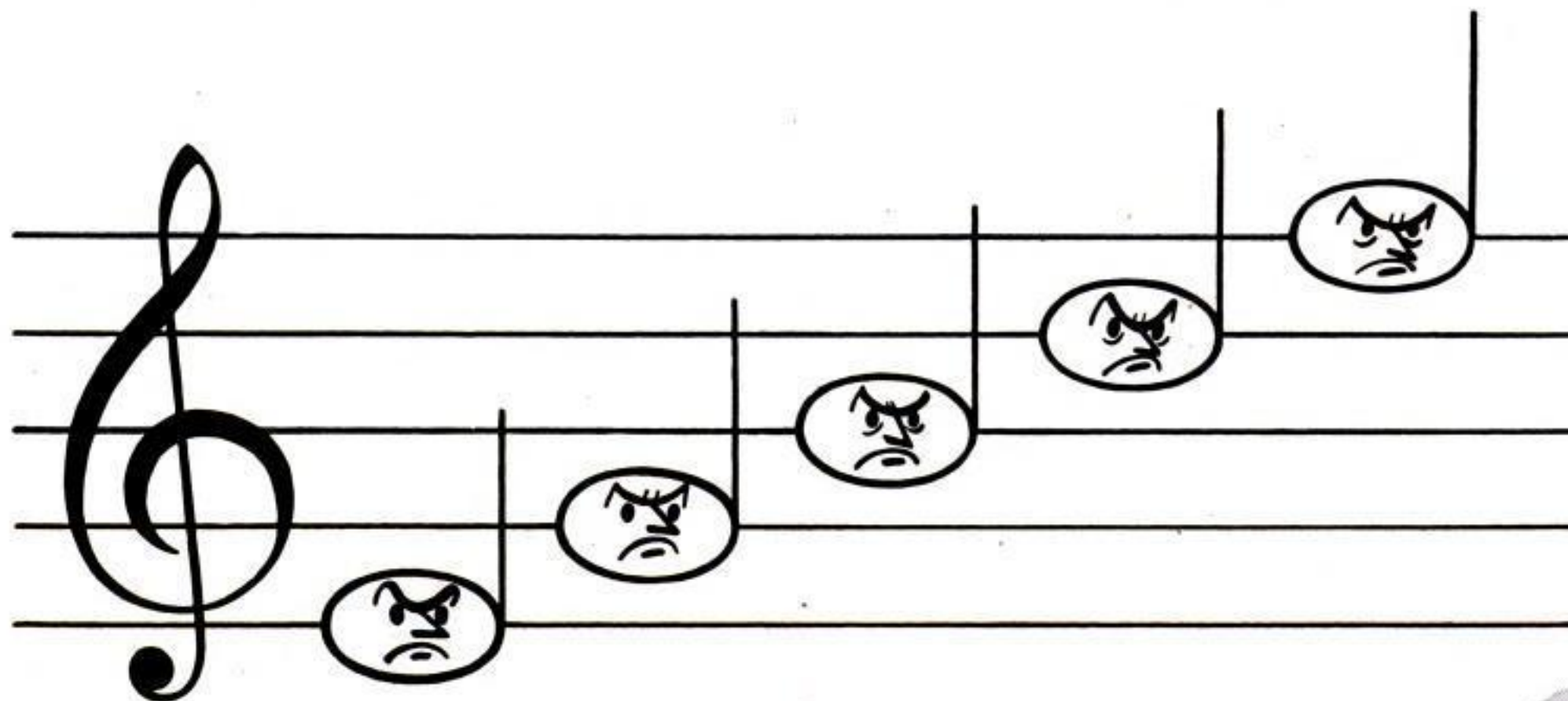


SHIP'S STORES on Guam supply Navy, Marine personnel with all clothing, make repairs at nominal prices.

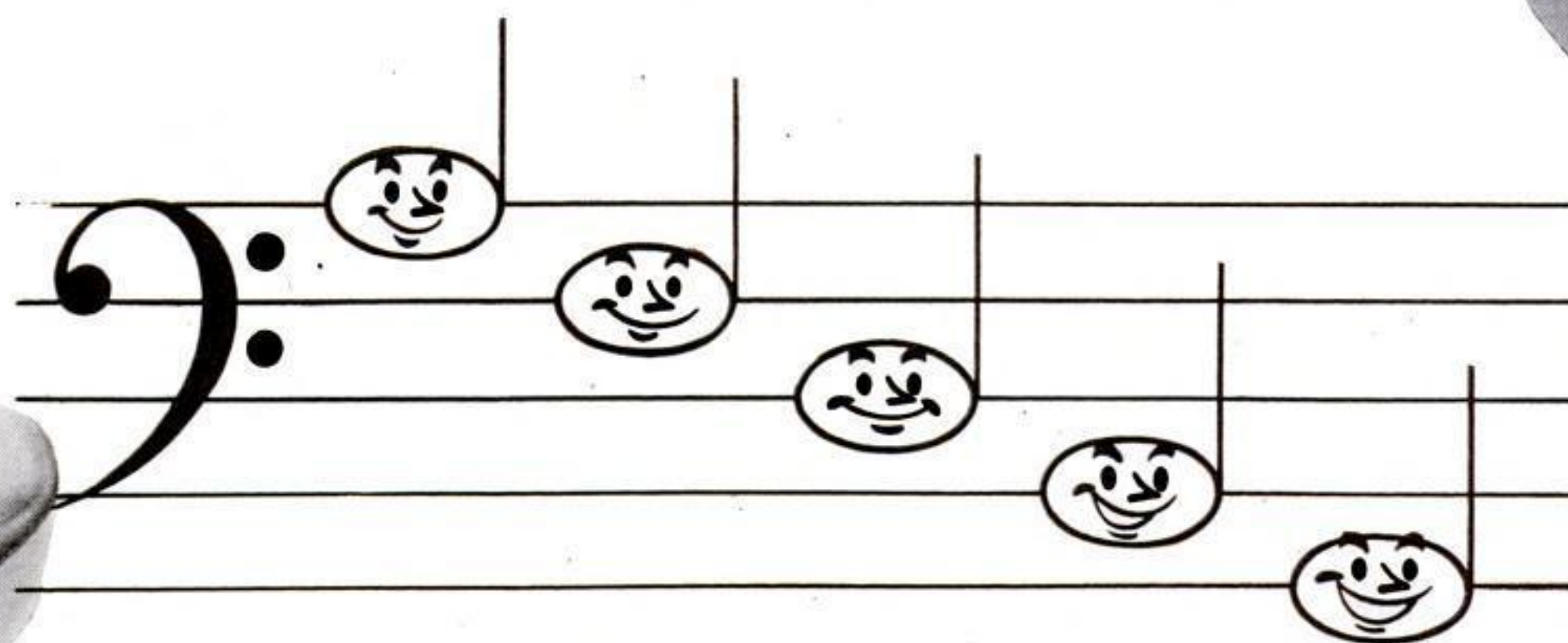


WEARY NURSES AND OFFICERS RELAX
ALONG TUMON BAY'S SANDY BEACH

Swing low Sweet Kilowatt!



The cost of living has gone up like this—



BUT the price of electricity has come down like this!

NOBODY needs to tell you that the cost of living has been climbing toward high C.

But maybe you *do* need a reminder that the cost of electricity has kept right on coming down the scale.

If yours is an average household, you're getting about *twice* as much electricity for your money today as you did 15 years ago.

And recent government figures show that the average price has continued to go down—even since war began. That fact ought to be music to your ears!

Keeping the quality of service *up* and the cost of service *down* is a real achievement in wartime.

It took a lot of planning, perspiration and

practical *business* management to do this job. Everybody in the business had a part.

• Listen to "THE SUMMER ELECTRIC HOUR" with Robert Armbruster's Orchestra and guest stars. Every Sunday afternoon, 4:30, EWT, CBS Network.

**167 ELECTRIC LIGHT
AND POWER COMPANIES***

SELF-SUPPORTING, TAX-PAYING BUSINESSES
*Names on request from this magazine.

DON'T WASTE ELECTRICITY JUST BECAUSE IT'S CHEAP!



BALLERINA TAMARA TOUMANOVA GAVE DANNY KAYE POINTERS FOR HIS ROUTINES IN "WONDER MAN." KAYE WAS AN ATTENTIVE AND APPRECIATIVE STUDENT

MOVIE OF THE WEEK:

Wonder Man

Danny Kaye plays a ghost's twin

The current trend toward supernatural movies has produced nothing so hilarious as *Wonder Man*, Comedian Danny Kaye's second full-length picture. Its plot revolves around psychic adventures of a pair of superidentical twins, one of whom, a flashy nightclub entertainer named Buzzy, is killed by gangsters. To bring his killers to justice, Buzzy's ghost enters the body of his shy, bookish twin, Edwin, whose quiet life is promptly complicated to the point of madness.

Chief advantage of this highly improbable plot is that its dual role provides a double helping of Danny Kaye's irrepressible brand of comedy. In his earnest attempts to vindicate his ectoplasmic brother, Edwin is successively catapulted into nightclub stardom, a near-wedding with his brother's girl and a nerve-racking chase by New York gangsters that leaves him desperately moaning fake Italian opera arias on the stage of the Metropolitan Opera House.



A SPECIAL PREPARATION FOR SHAVING

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

**It Needs No Brush
Not Greasy or Sticky**

Modern life now demands at least 1 man in 7 shave *every day*—and men in service must get clean shaves, too. Yet daily shaving often causes razor scrape, irritation.

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like "vanishing cream"—not greasy or sticky.

SMOOTHS DOWN SKIN

You first wash your face thoroughly with hot water and soap to remove grit and the oil from the skin that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers. Never a brush. Instantly Glider smooths down the flaky top layer of your skin. It enables the razor's sharp edge to *glide* over your skin, cutting your whiskers close and clean *without scraping or irritating the skin*.

ESPECIALLY FOR THE 1 MAN IN 7 WHO SHAVES DAILY

For men who must shave *every day*—doctors, lawyers, businessmen, service men—Glider is invaluable. It eliminates the dangers frequent shaving may have for the tender face and leaves your skin smoother, cleaner. Glider has been developed by The J. B. Williams Co., who have been making fine shaving preparations for over 100 years.

SEND FOR GUEST-SIZE TUBE

If you want to try Glider right away, get a regular tube or jar from your dealer. If you can wait a few days, we'll send a generous Guest-Size tube for a dime. It is enough for three weeks and is very handy for traveling.

On this test we rest our case entirely—for we are positive that Glider will give you more shaving comfort than anything you've used.

Send your name and address with ten cents to The J. B. Williams Co., Dept. HG-11, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

"Wonder Man" CONTINUED



Twin brother Buzzy dances in an elaborate nightclub with his partner Midge (Vera-Allen). Gangsters wait in his dressing room, kill him because he knows too much.



Twin brother Edwin is a shy genius in love with a librarian (Virginia Mayo). Buzzy's ghost haunts him, persuades him to assume Buzzy's identity to catch the gangsters.



Taking Buzzy's place at the Pelican Club, brother Edwin finds that he is supposed to be engaged to Buzzy's girl Midge. He gives her an inept kiss, wonders what to do.



Gangsters are amazed at Buzzy's apparent return, ask for autograph. Superintelligent Edwin signs with both hands. Buzzy's ghost pops in and out of Edwin's body.

CONTINUED ON PAGE 81



GENTLE
and mild as a joyous
Spring lamb...that's

Country Doctor Pipe Mixture

the pipe smoker's

ECONOMY-LUXURY

25 Extra-pleasurable pipefuls, for 25¢



TRY IT TODAY

If your dealer doesn't have it—write Philip Morris & Co. Ltd., Inc., 119 Fifth Ave., N. Y.

FOR CLEANING AND PAINTING

The standard, fool-proof paint thinner for oil paints, enamels and varnishes. Cleans furniture, floors, woodwork, bathtubs, toilets, bed springs, paint brushes, etc.

American Turpentine Farmers Association, Valdosta, Georgia



AND GO SMOOTHLY

with ENDERS SPEED SHAVER

With an Enders Speed Shaver—you don't have to worry about blade scarcity. You can buy the new Enders Strop outfit and make every double-thick Enders blade do the work of a dozen ordinary blades. Here is your chance to really save steel and get "new blade" smoothness every shave. Get an Enders Speed Shaver at your drugstore.

Send \$1 for Enders Special Strop—can be used only on Enders Speed Blades.

ENDERS SPEED SHAVER

DUNHAM-ENDERS RAZOR CORP., DEPT. A, MYSTIC, CONN.



A TREAT FOR THE 4TH ...
FRENCH'S GIVES 'EM
EXTRA FLAVOR!



Millions prefer this smoother, creamier mustard

Treat your family to a Fourth-of-July party with this easy-to-serve buffet supper. Have cold cuts, potato salad; and as the main excitement, a big platter of sizzling frankfurters on toasted rolls served with lots of French's Mustard for perfect, zesty flavor.

French's smooth, creamy texture

makes a wonderful salad dressing, too. Grand for potato salad!

POTATO SALAD ... Combine 4 cups cold boiled potatoes, cubed, 1 small onion chopped, 2 tablesp. chopped parsley, 1 cup chopped celery, 1 teasp. salt. Mix well with dressing made by beating until light and fluffy; 4 tablesp. French's Mustard, 2 tablesp. evaporated milk or light cream, 2 tablesp. sugar, 2 tablesp. vinegar, ¼ teasp. salt.



Also made in Canada



FREE! NEW RECIPE BOOK

Send for handsome recipe booklet "Mealtime Magic" illustrated in full color. Dozens of practical suggestions to make food go further, meals taste more delicious!

Write to The R. T. French Company, 1209 Mustard Street, Rochester 9, N. Y., and this booklet will be sent you FREE.

Name _____
(PLEASE PRINT)

Address _____
(PLEASE PRINT)

LARGEST SELLING PREPARED MUSTARD IN U. S. A. TODAY



Beautiful on a bicycle—sea-gull shirt and water-boy shorts designed by Tina Leser



As pretty now as her new clothes,
Marie Rozner dreams of this



RAMBLER roses and crisp, white fences;
moors and fishing wharves; bicycles and figure-
heads off ships that rounded the Horn...
that's Nantucket, the honeymoon hideaway
Marie Rozner and her Army pilot are heading
for some day soon.

This is their first real honeymoon, and what
better reason for exciting new clothes like the bicycle
outfit shown. And to go with it...a radiant,
bride-like complexion that Mrs. Rozner
says comes from using the DuBarry Beauty
Preparations she discovered through the famous
DuBarry Success School Course.*

The wonderful thing about DuBarry Beauty
Preparations is that they've given this same glowing
freshness to millions of other women.
In the Success Course alone...in which DuBarry
Preparations are used exclusively...
over 200,000 students have seen the difference
these products can make.

If you would like to find out what DuBarry
Beauty Preparations can do for you,
ask at your favorite cosmetic counter for your
free DuBarry Success-O-Plan.

*Ann Delafield, directing.

Du BARRY BEAUTY
PREPARATIONS

by *Richard Hudnut* New York

DuBarry Beauty Preparations contain no ingredients
known to cause common skin allergies. Accepted for advertising
in the journals of the American Medical Association.
Available at better cosmetic counters.

"WONDER MAN" CONTINUED



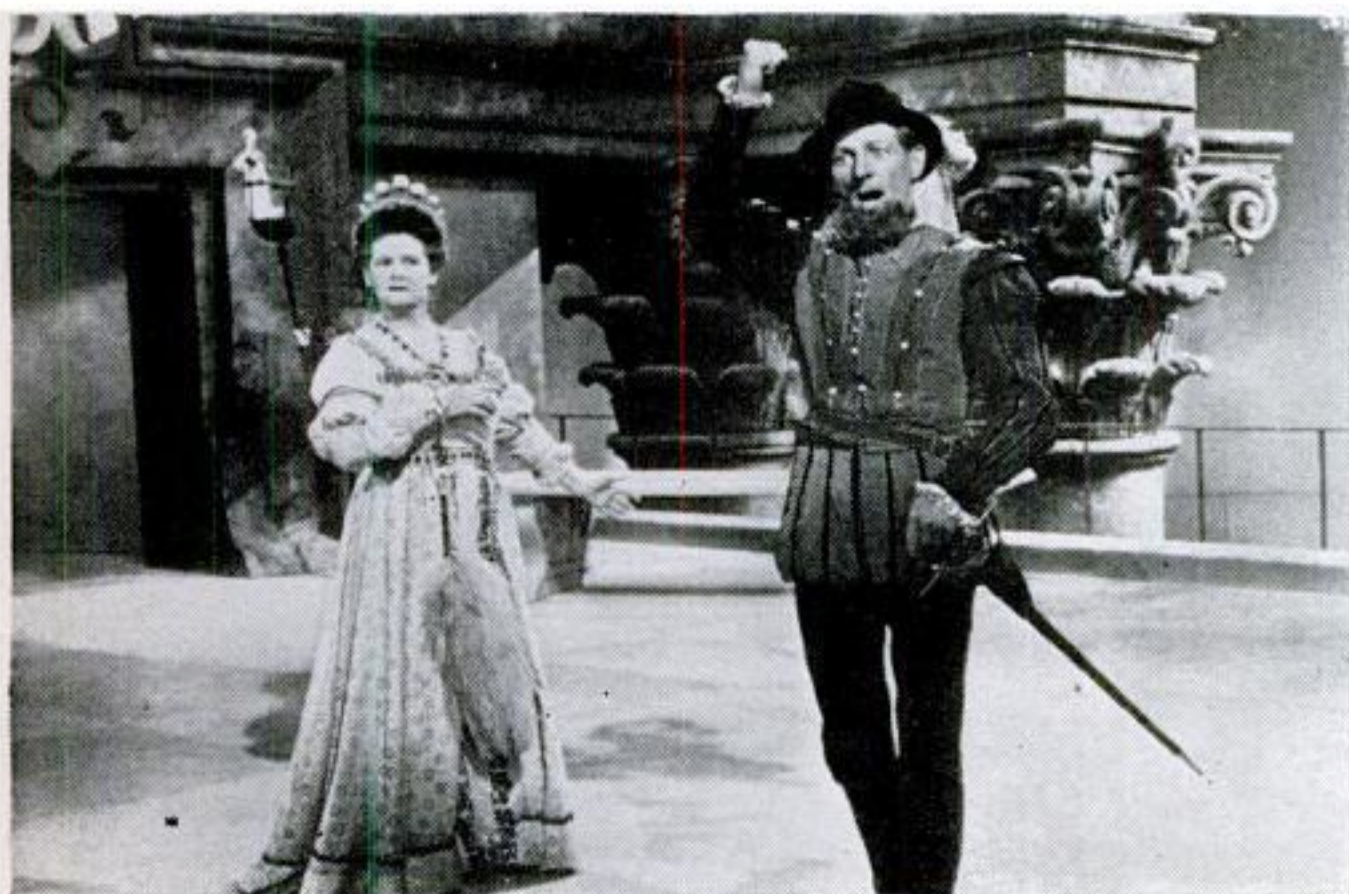
Left waiting at the church where she is supposed to marry Edwin, who she thinks is Buzzy, Midge marries an old suitor who has been faithfully pursuing her for years.



In the district attorney's office Edwin tries desperately to give information about Buzzy's slayers. But Buzzy's ghost has a hangover, fails to show up with the facts.

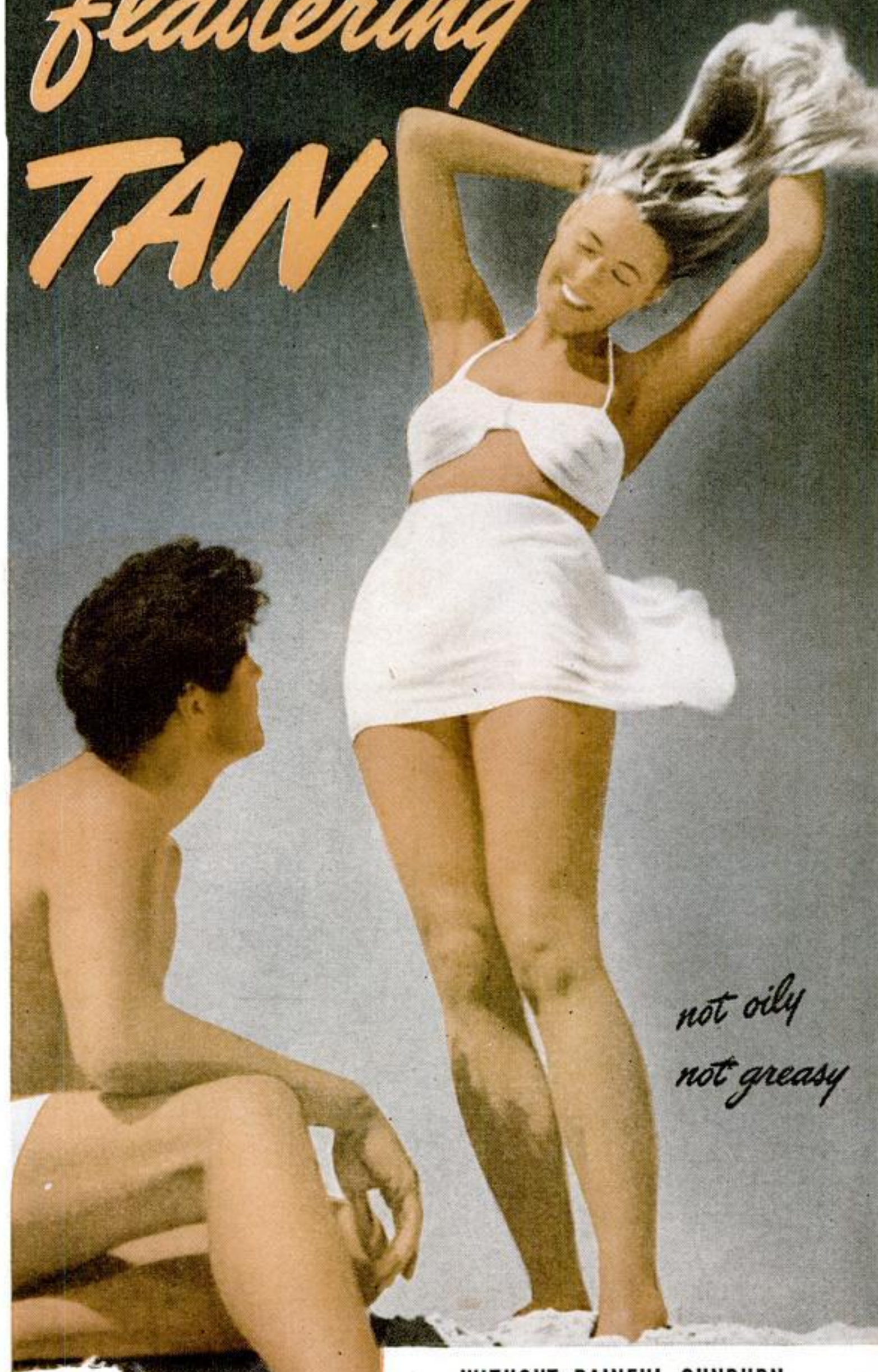


A refugee in Schmidt's delicatessen, Edwin hides from gunmen who still think he is Buzzy. Buzzy's ghost later appears, gives him information district attorney wants.



On the opera stage, his next refuge from the pursuing gunmen, Edwin disguises himself as a tenor, sings the information to the district attorney who is sitting in a box.

SKOL *for a* *flattering* **TAN**



....WITHOUT PAINFUL SUNBURN

Be the envy of your friends. Use SKOL. It allows you to get an attractive tan without painful sunburn or going through long tedious weeks of building up a tan.

SKOL, antiseptic lotion unlike most sun-tan preparations, is not a grease or an oil but a lotion that disappears when rubbed on the skin. Leaves no annoying sticky film.

Why SKOL lets you "GET THE SUN WITHOUT THE BURN"

SKOL contains a special, patented form of tannic acid that acts as a light filter and screens out the harmful, burning rays of the sun (those below 3130 angstrom units) and permits the beneficial, tanning rays (those above 3130 A.U.) to pass through. This filtering action permits you to acquire a flattering tan without dangerous, painful burning.

For burn relief, too—SKOL antiseptic relieves other types of minor burns—allows skin to heal naturally underneath.

Get Skol today, at all drug and variety stores!

SKOL COMPANY, INC., N.Y.C.



The 2-purpose Sun Tan Lotion { PREVENTS PAINFUL BURN
PROMOTES TAN



SINGER BURL IVES STRUMS HIS GUITAR AND SINGS "THE BLUE TAIL FLY" FOR HIS GUESTS. THE INSTRUMENT AT RIGHT IS A HOMEMADE ONE-STRING BULL FIDDLE

Life Goes to a Houseboat Party

Theatrical friends say farewell to Balladeer Burl Ives before he leaves the "Water Gypsy" for Hollywood

Loaded with guests, the *Water Gypsy* floats off Whitestone Landing, which is at New York end of Long Island Sound

Ives likes to start his parties during the day, conclude them by sunset because guests often fall overboard in the dark.

Ives lifts keg of beer, bought at the nearest saloon, to take it aboard. Watching in background is Comedienne Betty Bruce.





MARGO DOES A MEXICAN "HUAPANGO" DANCE WHILE BIL BAIRD PLAYS GUITAR. SHE IS LEADING LADY IN "A BELL FOR ADANO" BUT USED TO DANCE PROFESSIONALLY

For the past four years, winter and summer, Burl Ives has earned his living singing old American ballads in nightclubs, theaters and radio in New York City and made his home on an ancient houseboat called the *Water Gypsy*, anchored at White-stone, N.Y. Reclaimed from the mud for \$600 and improved with fresh paint, hardy furniture, a pot-bellied stove and an undependable electric system, the *Gypsy* has been for Ives both a home and a childhood dream come true.

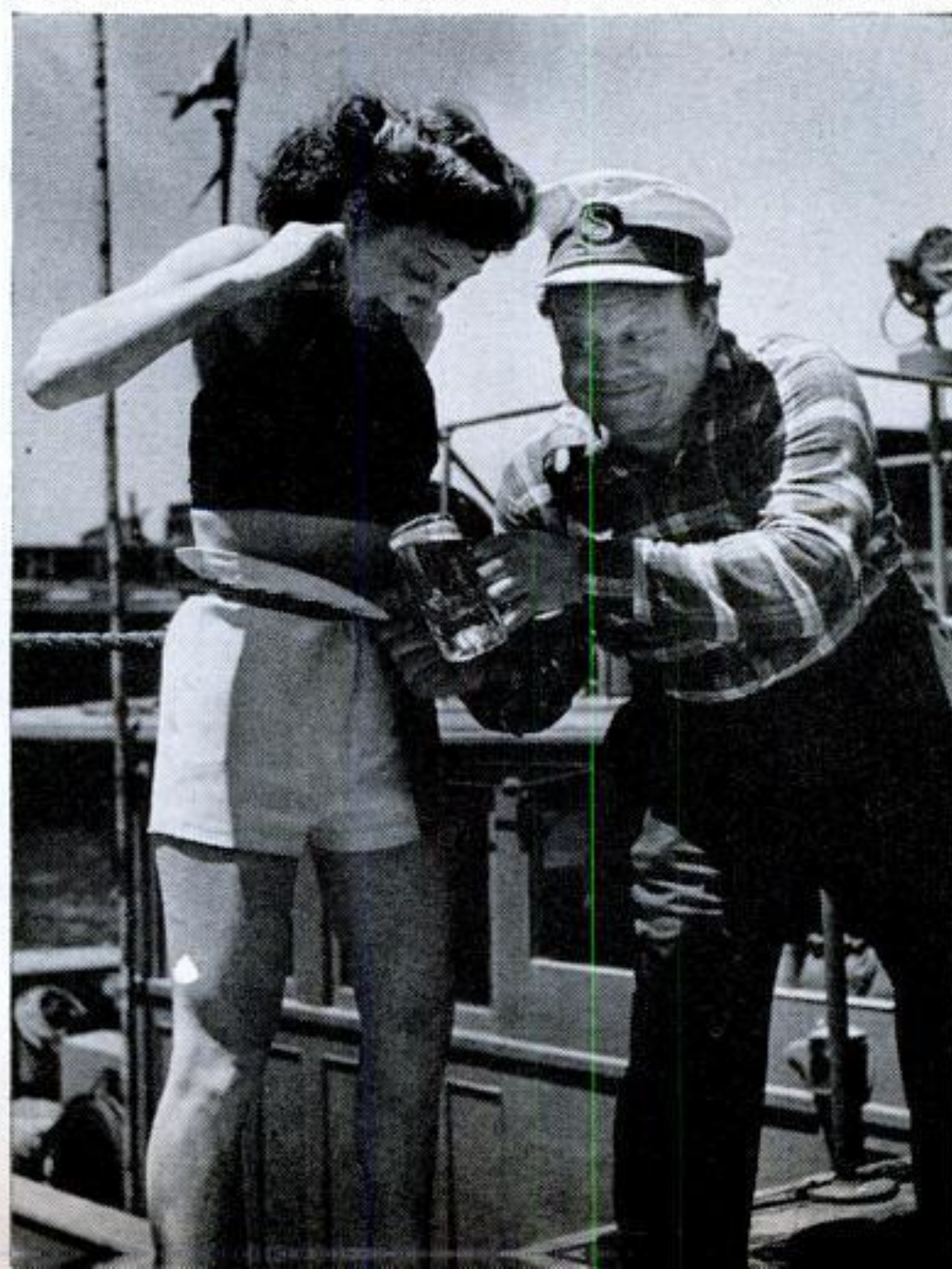
Not long ago, Hollywood called and Houseboatman Ives invited a few theatrical

friends aboard for a higgledy-piggledy farewell party. It began at noon because many of the guests had evening stage performances on Broadway. Main attractions were Burl Ives's guitar and baritone and a keg of beer labeled "Foggy Dew" after one of his favorite songs. The girls carried in food which was eaten barehanded, even coleslaw. The host poured beer on the girls (below) and everybody sang a great deal. About 2 p.m. a few Coast Guard sailors came by and kept the party going until nightfall. Soon afterward Ives went to California, left the *Gypsy* in care of a friend.

Ives amuses Mrs. MacKinlay Kantor, wife of writer, by pouring a stein of beer on face of Bil Baird, half asleep in the hammock.



Ives pours beer down the pants of Dancer Anne Halprin. He got away with artless practical jokes like this all during afternoon.



Ives plays guitar duet with Jackson, a puppet manipulated by Bil Baird, who produces marionette shows.



THE "TOP KICK" GETS THE LOW-DOWN ON "STAY-MOIST" SHAVES

YES, SIR! LIFEBOUY SHAVING CREAM'S RICH, CREAMY LATHER STAYS MOIST—SOAKS BEARDS SOFT FOR EASIER SHAVES

SON, HOW DO YOU MANAGE TO SHAVE WITH COLD WATER? WITH MY TOUGH BEARD IT'S MURDER

LIFEBOUY'S STAY-MOIST LATHER FOR YOU, SARGE. IT SOFTENS WIRY WHISKERS IN A HURRY. TRY IT!

TRY LIFEBOUY SHAVING CREAM'S HEAVY, "STAY-MOIST" LATHER

YOU'LL LIKE ITS MILD FRAGRANCE

RIGHT, SOLDIER! EVEN WITH A USED BLADE LIFEBOUY DOES A JOB...NO MORE QUICK-DRYING LATHERS FOR ME

YES, BLADES SEEM TO LAST LONGER WITH LIFEBOUY... THAT SHOWS IT REALLY SOFTENS TOUGH BEARDS

120 TO 150 SHAVES IN THE BIG RED TUBE

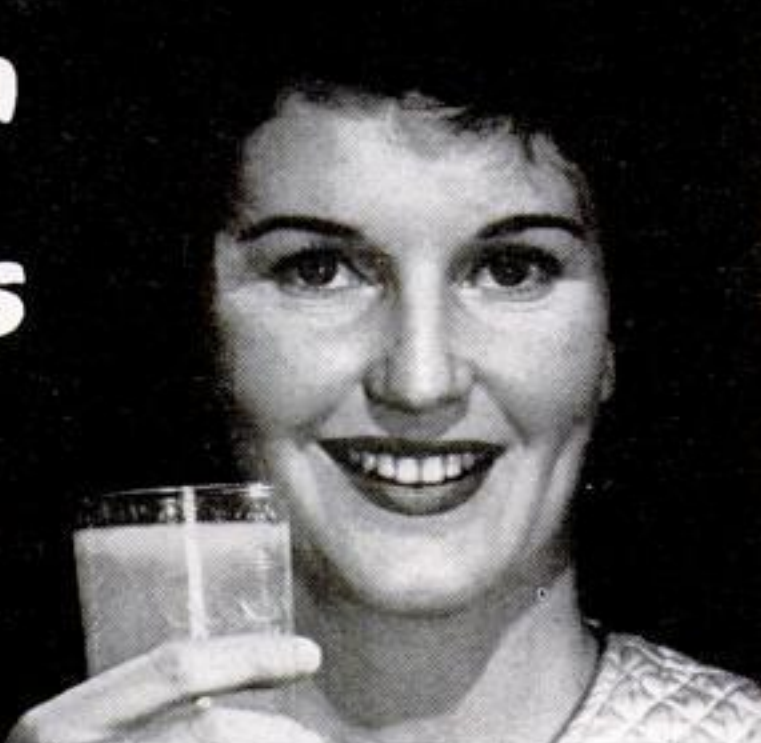


Baird leg-wrestles with Dancer Roberta Cassell. Object is to upset your opponent and Roberta, after landing on deck, said it was more strenuous than a ballet lesson.



Singer Georgia Gibbs cringes and screams at the sight of Ives and the head of a big cat which he claims to have shot in Nevada. He is not sure what kind of cat it is, but

No Harsh Laxatives for Me!



I TAKE HEALTHFUL LEMON AND WATER!



JUICE OF ONE LEMON



IN GLASS OF WATER



FIRST THING ON ARISING

This simple fruit drink is all most people need to insure prompt, *normal* elimination. They find it makes harsh laxatives unnecessary. And—it's *good* for you!

Lemons build health. They are among the richest sources of vitamin C, and supply valuable amounts of B₁ and P.

They alkalinize, aid digestion. Lemon and water is surprisingly refreshing, too—clears the mouth, wakes you up.

Why take harsh laxatives when lemon and water offers *healthful* aid? Try it ten days. Juice of one lemon, in a glass of water, first thing on arising.

LET'S FINISH THE JOB—BUY WAR BONDS

California Sunkist



Keep regular the *Healthful* way!

LEMON and WATER
...first thing on arising



Playing "Skip to My Lou," Ives bestows kiss on Dancer Irene Larsen. In background (left) are Nancy Walker of *On the Town*, John Dall, former leading man of *Dear Ruth*.



thinks it might be a tiger. He used to have the remainder of the animal's skin, made into a rug, but says that someone stole it from him. Ives is seldom without a cigar.



No curative power
is claimed for
PHILIP MORRIS — but

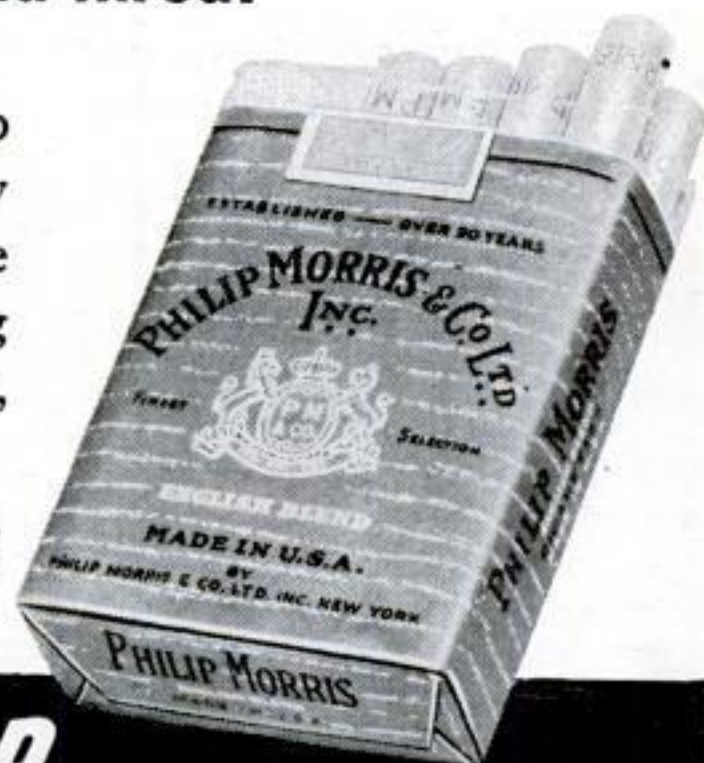
AN OUNCE OF PREVENTION is worth a pound of cure

PHILIP MORRIS

are scientifically proved far less irritating to the nose and throat

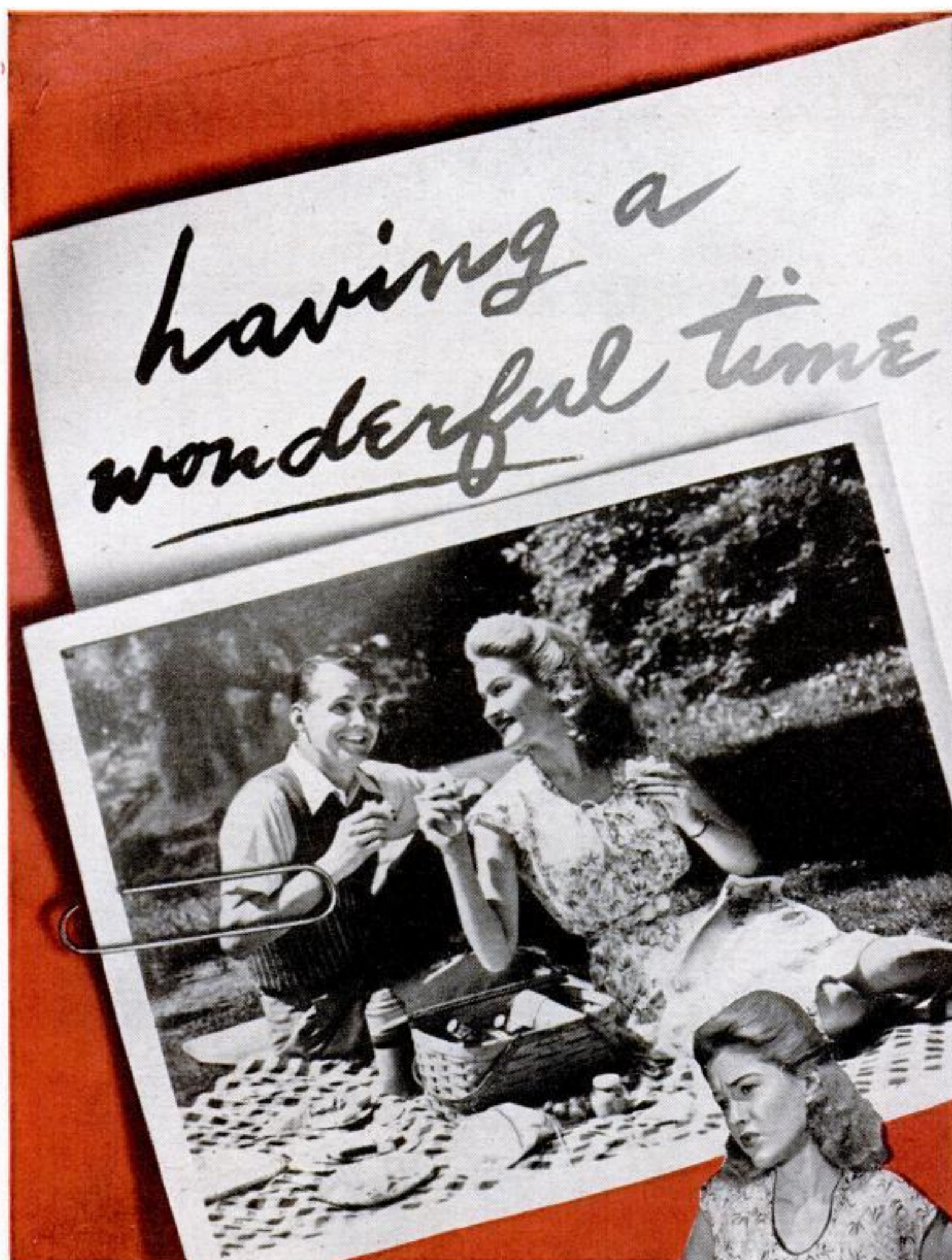
When smokers changed to PHILIP MORRIS, substantially every case of irritation of the nose or throat—due to smoking—either cleared up completely, or definitely improved!

—from the findings of a group of distinguished doctors.



**CALL FOR
PHILIP MORRIS**

**FAR FINER FLAVOR — PLUS
FAR MORE PROTECTION**



(wish my stomach were, too!)

When you go on vacation, your stomach works harder than ever. So much appetite, so much food—no wonder the stomach rebels! Be gentle with such upsets—take soothing PEPTO-BISMOL.

Never Upset an Upset Stomach!

Don't aggravate an already irritated stomach with overdoses of antacids or harsh physics! Take soothing PEPTO-BISMOL! This pleasant-tasting preparation is neither an antacid nor a laxative. Its action is different. It spreads a soothing, protective coating on irritated stomach and intestinal walls... thus helping to calm and quiet common digestive upsets. Get a bottle today!

3 sizes at your druggist—or by the dose at his fountain.

Take soothing PEPTO-BISMOL . . . to relieve queasy, uneasy, upset stomach; distress after over-indulgence; nervous indigestion; heartburn . . . And to retard intestinal fermentation; gas formation; simple diarrhea. If you do not get prompt relief, consult your physician.



Norwich

A NORWICH PRODUCT

Pepto-Bismol
for UPSET Stomach

FIDO'S PIPES ARE LAID ALONG THE RUNWAY OF AN AIRFIELD. FLAMES

"FIDO"

FOG-CUTTER CLEARS BRITAIN'S AIRFIELDS

Some of the whispered-about secret weapons which helped the Allies win the war are now being talked about openly. A few weeks ago the British revealed details of "Fido," a device which cleared the thick English fog from airfields. Fido, which stands for Fog Investigation Dispersal Operation, is a system of gasoline-filled pipes laid around an airfield. When ignited, vaporized gasoline burns from hundreds of jets, dissipates fog by heating the air. Fido's greatest victory: clearing fogbound British airfields so planes could take off to attack German supply lines in the Battle of the Bulge.

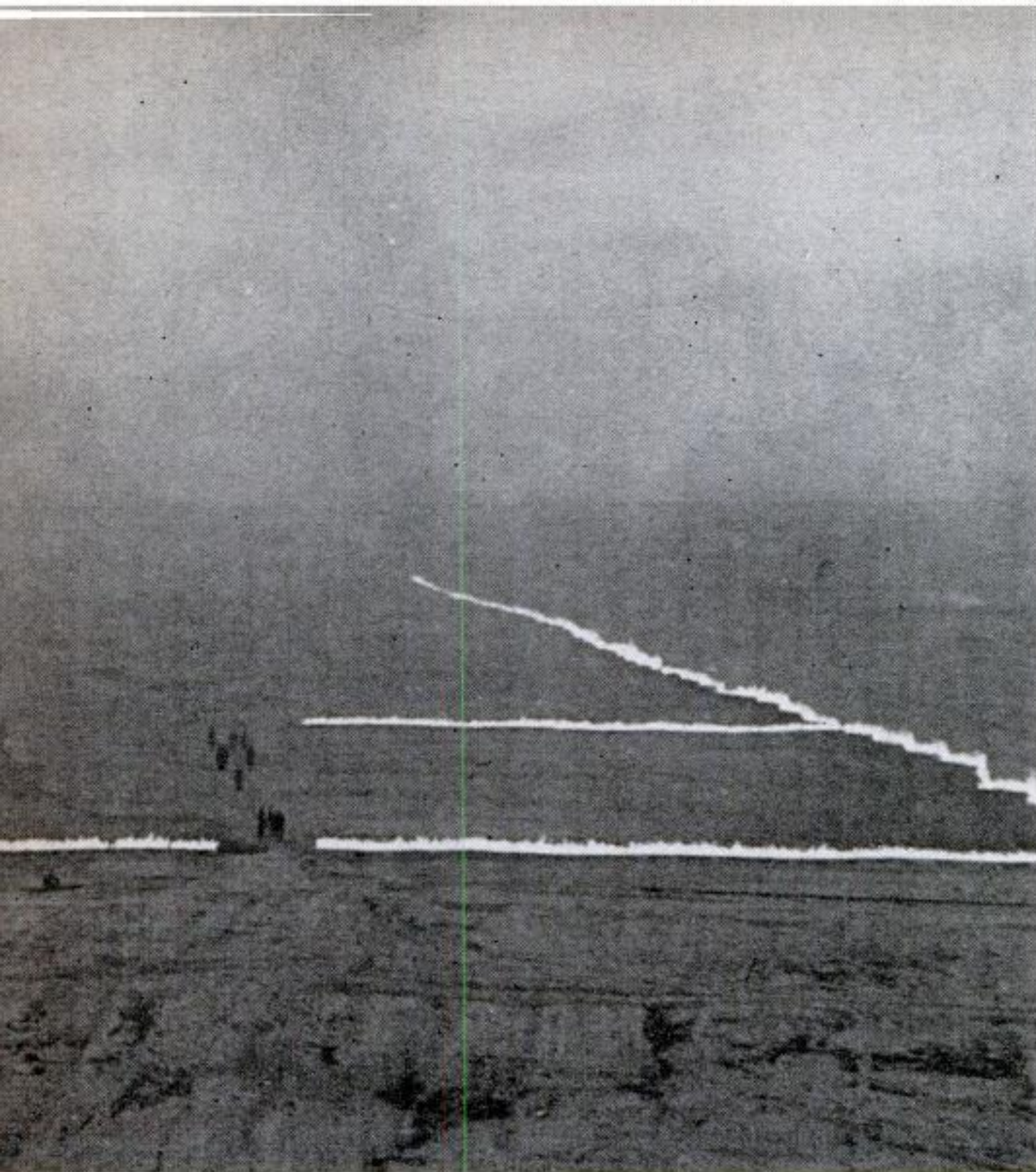


7:15 A.M.

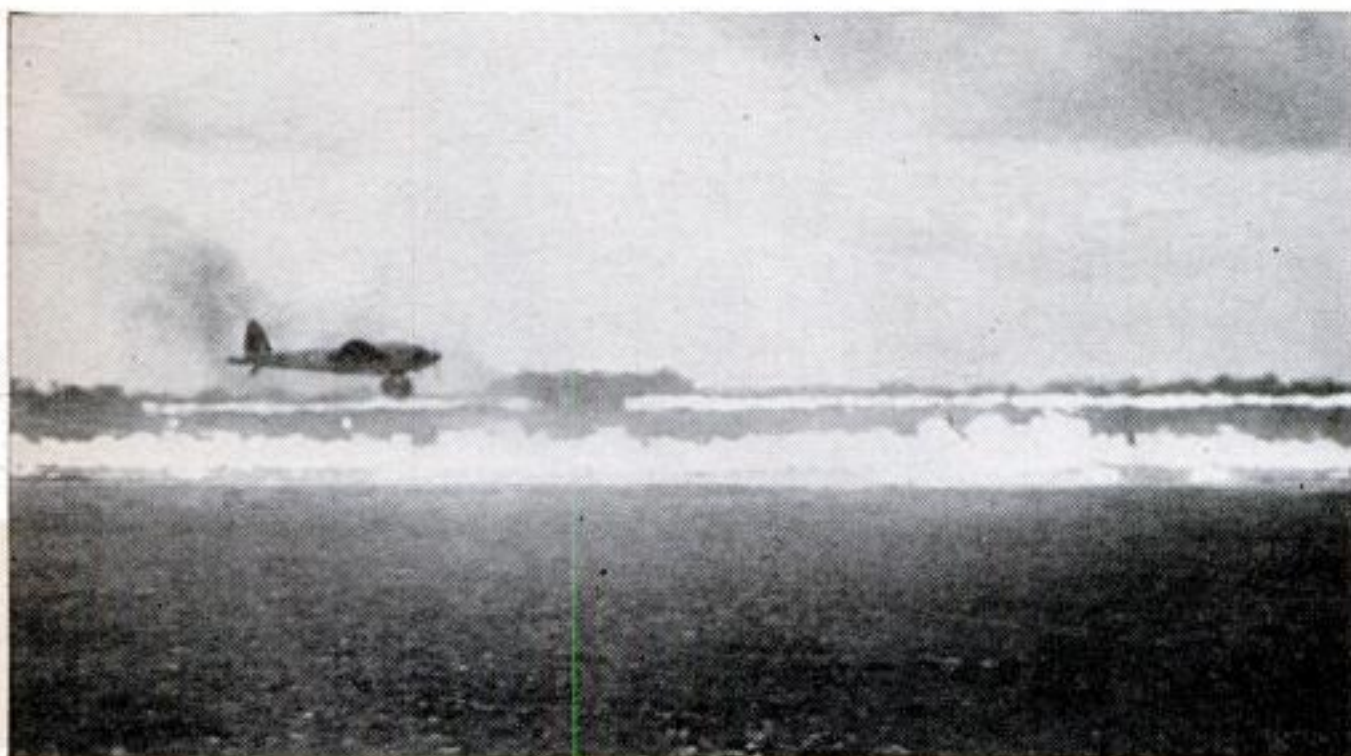


7:21 A.M.

Fido clears pea-soup fog in 23 minutes at a British experimental station. In first picture visibility is limited to 100 yards. Second picture shows fog clearing, although



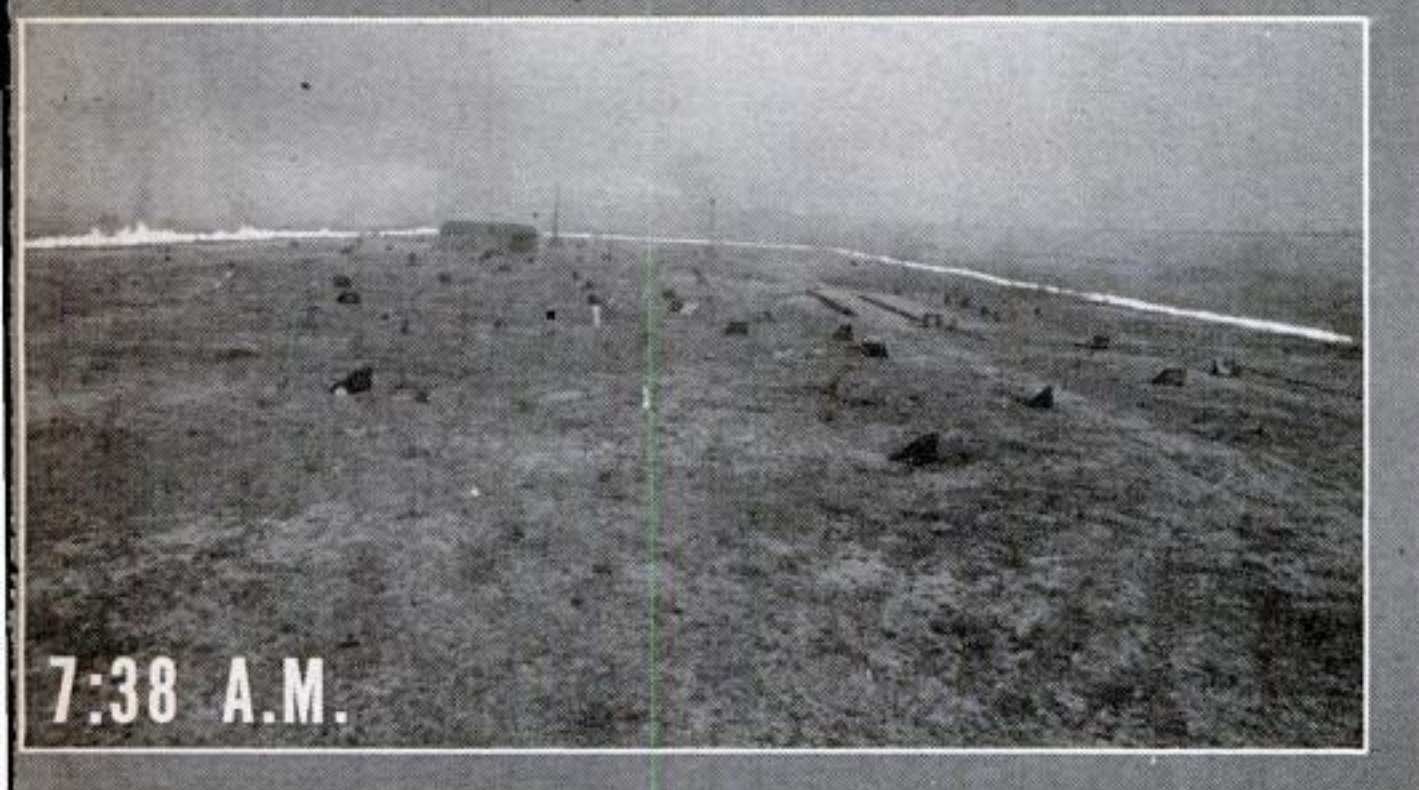
HEAT THE AIR ABOVE THE RUNWAY, CLEARING A CHANNEL IN THE FOG



After fog has been cleared by burning gasoline, an RAF Mosquito takes off. Since 1943 some 2,500 planes have been landed on fogbound British airfields with Fido.



7:27 A.M.



7:38 A.M.

still-unvaporized gasoline releases clouds of smoke. In third picture flames are burning cleanly. The air has cleared enough for hypothetical landing in fourth picture.

CONTINUED ON NEXT PAGE

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Miscellany CONTINUED

FLAMES DEFENDED THE ENGLISH COAST

One of the war's big secret-weapon rumors was about a wall of flame which the British would throw up along their coasts when the Germans tried to invade. Newly released information shows that the rumor had basis in fact. Along their coastline the British laid underwater pipes which could set up a barrier of burning oil at possible landing places. The Germans knew about these preparations. They ordered 100,000 asbestos suits to combat the flames. Possibly one reason they did not invade Britain is that the suits were faulty and many German soldiers were badly burned in practice.



BLOBS OF HEAVY OIL FLOAT TO THE SURFACE FROM UNDERWATER PIPES



CHEMICALS IN PIPE, WHICH BURN ON CONTACT WITH WATER, IGNITE OIL



MERGING IN A STRIP ALONG THE SHORE, FLAMES FORM A SOLID BARRIER

A good name and great riches are united in **OLD TAYLOR**. For in this hearty, full-grained bourbon, a creator of many noble whiskies poured forth all the richness of his skill in a bourbon he freely acknowledged as his masterwork. To this day it proudly bears his name—and in any company where fine bourbon is appreciated, **OLD TAYLOR** is hailed and appreciated as the Master's Choice.



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(PARIS LEAVE)



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* * *

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